26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION JUNE 17, 1957 35¢ PER COPY

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FCC ready to take on clear channel decision ... Page 52
Color tv: Only one built in the marketplace ... Page 62

Antitrust in Philadelphia

Ad outlook promising—AFA

Clear channel case up again

Surveyed Facts

Prove Dominance!

★WXEX-TV is your best buy—by far—to cover the **whole** Richmond TV area.

A 35-county Grade B area survey made by ARB proved conclusively:

★WXEX-TV **leads** any other Richmond station in **total area rating points by 33⅓%.**

★WXEX-TV **leads** any other Richmond area station in **more quarter hours by 33⅓%.**

★WXEX-TV **leads** any other Richmond area station in **total share of audience.**

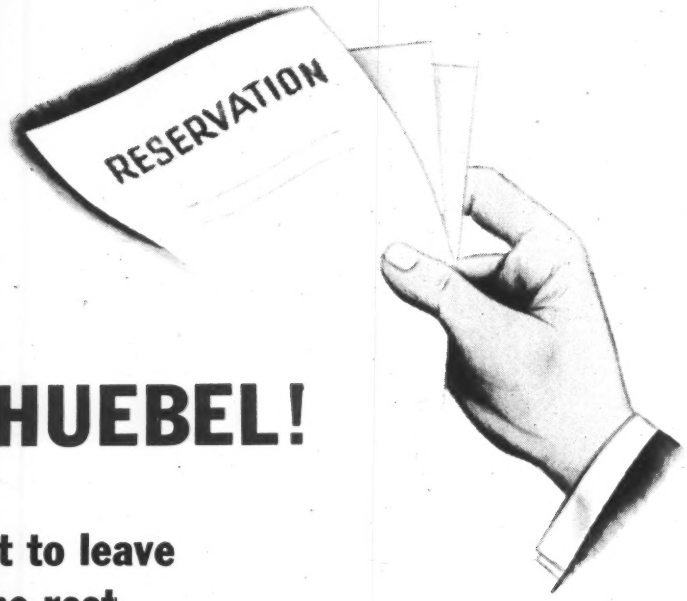
Don't **project** urban ratings to the Grade B set count. You get faulty cost-per-thousand figures.

Use the **facts** in the ARB area study. Get them in full from Select, Forjoe or WXEX-TV.

WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice-Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta



YOU WIN,

MISS REGGIE SCHUEBEL!

Just tell us when you want to leave for Bermuda...we'll do the rest.

And congratulations on this slogan:

"The SELLibrated Station of the Golden Valley."

and the WHTN-TV giveaway goes on...

$175 to MR. LEE GAYNOR
$75 to MISS KAY KNIGHT

and on... additional prize winners have been notified by mail.

Contest Judges:

Ken Cowan, Eastern Sales Manager, BROADCASTING-TELECASTING • Norman R. Glenn, Editor & President, SPONSOR MAGAZINE
Robert Hutton, Promotion Mgr., TV Div., EDWARD PETRY & CO., INC. • Sol Paul, Publisher, TELEVISION AGE

Thanks to all of you for getting in the act...

WHTN-TV

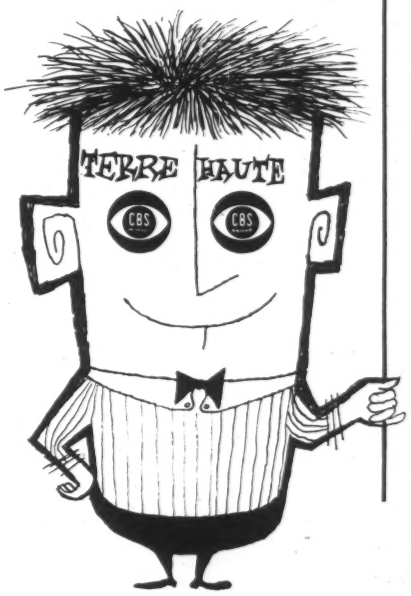
CHANNEL 13
ABC Affiliate 316,000 Watts Huntington, W. Va.

A COWLES STATION

ROBERT R. TINCHER, GENERAL MANAGER
Represented by
Edward Petry & Co. Inc

Terre Haute

INDIANA'S
2nd LARGEST
TV MARKET



251,970 TV Homes

CBS, NBC, and ABC Television Networks

TERRE HAUTE, INDIANA

BOLLING CO., NEW YORK CHICAGO, LOS ANGELES, SAN FRANCISCO, BOSTON

CBS
WTHI - TV

and RADIO, too!

T.M.–CBS-TV

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

DALLAS TEXANS *LOVE THAT*

Channel 4 KRLD-TV

KRLD-TV is the overwhelming favorite with the television viewers in Metropolitan Dallas (Dallas County). Here there are 207,200 television homes. (Metropolitan Telepulse Report, April, 1957.) This important market in 1956, had a Consumer Spendable Income of $1,724,146,000 and its retail sales amounted to a whopping $1,327,834,000. (Source: SRDS Estimates of Consumer Markets, January 1, 1957.)

NO OTHER TV STATION IN TEXAS GIVES YOU AS MUCH COVERAGE AS KRLD-TV

Channel 4 is the lowest frequency in Dallas or Fort Worth. This far-reaching signal is beamed with the maximum power allowed by FCC from the top of Texas' tallest tower. A strong, clear signal goes into 47 Texas and 5 Oklahoma counties — where there are 602,525 television homes... where there are more than one-fourth of Texas' population and one-third of Texas' television sets, plus those in Oklahoma — an area larger than covered by any other Texas television station. That's why KRLD-TV is *the biggest buy in the biggest market in the biggest state.*

KRLD-TV, Channel 4, telecasting with maximum power from atop Texas' tallest tower is the television service of The Dallas Times Herald, owners and operators of KRLD Radio, the only 50,000 watt full-time radio station in Dallas-Fort Worth. The Branham Company, national representatives.

JOHN W. RUNYON, *Chairman of the Board* — CLYDE W. REMBERT, *President*

In Dallas, where 4 stations compete,

KRLD-TV

HAS THE MOST VIEWERS IN *ALL* BUT ONE TIME SEGMENT *throughout the entire week!*

MONDAY TO FRIDAY

KRLD-TV's share of the audience in Metropolitan Dallas is greater than any other station's in all five time segments. 7 a.m. to 12 noon; 12 noon to 6 p.m.; 6 p.m. to 10 p.m.; 10 p.m. to 12 midnight; 6 p.m. to 12 midnight.

SATURDAY

Again, KRLD-TV has the greatest share of the audience and leads in all of the five time segments throughout Saturday's telecasting day.

SUNDAY

Sundays, KRLD-TV has the most viewers in four out of five of the time segments. For the period, 12 noon to 6 p.m., KRLD-TV's audience leadership is shared with another station.

Source: Metropolitan Dallas Telepulse Report April, 1957

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

closed circuit.

ANTITRUST WOES • Now that it's over, some of criminally tagged Philadelphia radio stations who were fined $1,000 for fair trade policies (story page 31) are wishing they hadn't let court, government and their own lawyers talk them into abandoning right to jury trial. It's understood they agreed to throw themselves on mercy of court in belief they would receive suspended sentences or at least only fraction of fines suggested by Justice Dept. and accepted by Federal Judge Allan K. Grim. Only balm is fact that government attorney and judge emphasized that FCC and other agencies should not be influenced against defendants because of alleged technical violations of antitrust act.

B•T

GOADED by activity on Capitol Hill, such as Celler Report and effusions by individual members (Rep. John Dingell, Mich.; Rep. Henry S. Reuss, Wis.; Rep. William Bray, Ind.) Antitrust Div. of Dept. of Justice is expediting its preparations for series of actions in communications field—primarily tv. It wouldn't surprise close observers to see antitrust actions, perhaps within month, dealing with such matters as option time, must buys and talent contracts involving major networks.

B•T

WHEN AND WHO? • With only two weeks to go before vacancy occurs on FCC with expiration of term of Chairman George C. McConnaughey on June 30, concern is being expressed not only on Capitol Hill but on FCC itself over White House lethargy. Unless there's another upset, it's regarded as certain that Comr. John C. Doerfer will succeed Mr. McConnaughey as chairman, but it was still open race for commissionership.

B•T

ONLY new name heard in running is that of George R. Perrine, 49, chairman of Illinois Public Service Commission, who reportedly was under consideration months ago but did not press his candidacy. He's graduate of U. of Southern California and also attended Northwestern. He's athletic, has three children, background in banking, and is reported to be of independent means. But still very much in running, it's reported, are George S. Smith, president of Federal Communications Bar Assn.; Mary Jane Morris, secretary of FCC (with many women's groups working feverishly in her behalf) and FCC General Counsel Warren Baker.

B•T

FEWER MORNINGS AFTER • Reports circulated last week that CBS-TV was cutting out its purchase of Trendex ratings, but network sources called this "an apparent misunderstanding as a result of not ordering some special ratings during the summer" and said there's been "no change of policy." Even so, it's understood that as economy measure CBS-TV will no longer order season-long special overnight Trendexes on *Ed Sullivan Show, Playhouse 90* and other regulars which in past it has measured in special ratings week in and week out. It'll continue as subscriber to Trendex monthly service, but probably will order special overnighters only on first few of new season's shows and other exceptional cases where time is vital.

B•T

RUSS PAULSON, Kenyon & Eckhardt, Atlanta office, resigning to open new offices of Burke, Dowling & Adams Inc. in South Bend, Ind., to handle Studebaker-Packard account. Louis Corrigan, also of K&E Atlanta, moving to BD&A in South Bend.

B•T

MUTUAL NEWS • Mutual officials are predicting that within four to seven weeks they'll have their hourly (on the half-hour) five-minute newscasts completely sold out, and that shortly they'll also have SRO sign on 28-second IDs which follow newscasts. They say only 33 of 114 weekly newscasts remain available, with Miles Labs, Kraft Foods, North American Accident Insurance Co., Quaker State Oil, and Hudson Vitamin Corp. already underwriting 81. Newcast sales are so good, in fact, that Mutual's owner, General Tire & Rubber Co., can't get time it wants for weekday *General Sports Time With Harry Wismer.*

B•T

TOILET goods advertisers and agencies handling such accounts will be told to purge their television commercials of excessive claims and "little white lies." Stephen L. Mayham, executive vice president, Toilet Goods Assn., is to tell Los Angeles Ad Club tomorrow (Tuesday) that public soon will rebel against worst offenders if Federal Trade Commission doesn't get there first.

B•T

WESLEY BUILDUP • Indicative of Shulton Inc.'s growing use of network and spot tv (see AT DEADLINE story, page 9) is expected announcement this week of reorganization of broadcast section of Wesley Assoc., Shulton agency. Named first radio-tv director in agency's 29-year history will be John L. (Jack) Zimmer, former executive tv producer at Cunningham & Walsh. Heretofore, all broadcast activities of Wesley were handled by Joseph D. Knap Jr., media director, who doubled as timebuyer and conducted radio-tv activities jointly with account executives. Mr. Knap continues in his present post. Mr. Zimmer is expected to build radio-tv department with first appointment to be Dorothy Freedman (formerly with C. J. LaRoche & Co.) as creative radio-tv copywriter. Office is to be opened at 10 Rockefeller Plaza, New York.

B•T

SID MESIBOV, director of public relations for Television Bureau of Advertising, due to move shortly to ABC-TV in roll of director of special projects under Oliver Treyz, vice president in charge of tv network. He'll be third TvB alumnus in ABC-TV hierarchy, along with Mr. Treyz, former TvB president, and Eugene Accas, former TvB vice president and director of operations, now ABC-TV administrative vice president. Mr. Mesibov's TvB successor to be named shortly.

B•T

COX REPORT • Decision probably will be reached this week by Senate Commerce Committee on adoption of report of Majority Counsel Kenneth Cox on network operations, with prospects it will be favorable. Understood that such formidable members of committee as Chairman Magnuson (D-Wash.) and Sens. Bricker (R-Ohio), Pastore (D-R. I.) and Schoeppel (R-Kan.) already have endorsed report.

B•T

PLAN of DuMont Broadcasting Corp. to buy KTLA (TV) Los Angeles from Paramount Pictures Corp. [B•T, April 29, et seq.] was reported last week to be snagged at least temporarily by failure of negotiators to reach agreement on price. But participants insisted call-off was "not final" and that negotiations were continuing. DuMont stockholders month ago approved management plan to acquire KTLA (along with interests in three music firms) through issuance of DuMont stock to Paramount, already largest single stockholder in DuMont (more than 20%).

B•T

FIFTH AND FINAL • Although CBS-TV won't hang up SRO sign for public gaze yet on its Thursday night *Playhouse 90,* network has signed Allstate Insurance Co. through Leo Burnett Co., Chicago, as fifth and final sponsor for next season. Others announced earlier: Kimberly-Clark through Foote, Cone & Belding; Bristol-Myers, BBDO; American Gas, Lennen & Newell, and Marlboro cigarettes, Leo Burnett Co.

B•T

RKO Television Inc. expected to announce this week it has signed with A. C. Nielsen Co. as first commercial program packager for full national tv service. Behind move is desire by RKO television for research material upon which it can base projected ratings and costs in selling to advertisers. RKO wants to talk to potential film sponsors in terms of audience composition, cumulative audience, tune-ins, costs per thousands and special survey data.

AGAIN!

ONLY Radio WOW OMAHA

DELIVERS A 10.2* AVERAGE RATING

*Monday through Friday, 7AM to 10PM

•

But, Now it's based on a Greater

102 COUNTY

measured Pulse Area –

with 560,000 Radio Homes!

(JANUARY-FEBRUARY 1957 PULSE SURVEY)

REGIONAL RADIO WOW Omaha

CBS AFFILIATE

A Meredith Station —

FRANK P. FOGARTY, Vice President and General Manager
BILL WISEMAN, Sales Manager
JOHN BLAIR & COMPANY, Representatives

WOW and WOW-TV, OMAHA • KPHO and KPHO-TV, PHOENIX
WHEN and WHEN-TV, SYRACUSE • KCMO and KCMO-TV, KANSAS CITY

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

LEAD STORY

Nine Baffled Defendants—Philadelphia stations and local association induced to throw themselves on mercy of court in antitrust case, suffer fines for possible technical violations of Sherman Act. Page **31.**

ADVERTISERS & AGENCIES

Advertising's Bigger Dollar Sign—1,000 delegates at AFA convention last week in Miami are told industry is $500 million bigger than a year ago. Agencymen Ganger (D'Arcy) and Cunningham (C&W) offer some good advice on media use. Page **32.**

Radio-Tv Circulation Audits—Plans for nationwide service to advertisers and agencies face NARTB boards this week. Page **35.**

FEDERAL

The Clear Channel Issue—Twelve-year-old clear channel case due to come under FCC's eyes, perhaps for keeps, this Friday; Commissioners studying staff report which outlines several courses of action. Page **52.**

Lamb Finally Absolved—FCC gives broadcaster and Toledo industralist clean bill on Communist issues three years after accusations first were leveled by Broadcast Bureau. Commission renews license of WICU (TV) Erie, Pa. Page **58.**

New Foe For Pay Tv—Sen. Thurmond introduces bill which would prohibit the collection of a fee for viewing television in the home. Page **54.**

Johnston-Doerfer Differences—Eric Johnston and FCC Comr. Doerfer exchange fast letters over what Johnston terms an "unfounded slur" of the movie industry. Doerfer says it's not so. Page **52.**

'Open Curtain' Tv Proposed—Sen. Lyndon Johnson, in wake of Khrushchev interview, urges regular exchange between U. S., Russia. Idea gets good reception here. Page **59.**

FILM

How Film Fare Fared—American Research Bureau supplies facts and figures on the 10 top film ratings in 10 major markets during May. Page **48.**

NETWORKS

New Sales, Program Heads For American—Tom C. Harrison to succeed George Comtois as sales vice president. Stephen B. Labunski to be v.p. with programming responsibilities at outset, as network confirms "change of plans" on William Morgan programming vice presidency. Officials also plan expansion of time available for sale by affiliates on station breaks. Page **79.**

CBS Radio Calls For Confidence Vote—President Arthur Hull Hayes answers affiliates group chairman's criticism of programming and sales policies, says "complete reappraisal" of network policies and operations must be faced if stations disagree with network philosophies. But first reaction is overwhelmingly favorable, he reports. Multi-million-dollar Ford package still rankles some. Page **81.**

NBC International Ltd. Set Up—NBC forms wholly-owned subsidiary to handle tv operations abroad. Alfred Stern is board chairman, Romney Wheeler president. Page **82.**

STATIONS

Are 'Powerhouse' Stations Going The Way of High-Button Shoes?—Controversial Adam Young Inc. study of clear-channel stations claims power in powerhouse stations may be more fury than sound. Page **90.**

Night Radio Rate Cuts Opposed—Peters, Griffin, Woodward says 10-month study shows that under existing rates radio advertisers already get more for their money at night than in more popular morning periods. Page **91.**

Hope Group Buys Peoria V—Syndicate will pay $3 million for WREX-TV. Three am sales reported. Page **90.**

OPINION

MR. FENIGER

Why Can't Networks Learn to Plan?—Cunningham & Walsh's Jerry Feniger paints a picture of the agency's frustration in setting up long-range planning and promotions. He writes in B•T's weekly MONDAY MEMO. Page **125.**

Square Holes For Square Pegs—That could be the summation of producer Herbert Leonard's advice to slot the syndicated film product in the proper time period and to sell to a sponsor who wants that particular audience. Page **122.**

Tv's Opportunities For The Art Director—McCann-Erickson's William Duffy outlines the growing responsibility for the men who do so much for the tv commercial. It's part of Hastings House's new book on art directing, presenting contributions from 70 experts in the field. Page **118.**

MANUFACTURING

Reluctance in Color Tv—Many manufacturers appear reticent to tool up extensively for tint set production. Outstanding exception: RCA which expects big industry push in fall. Page **62.**

INTERNATIONAL

Bonnie Outlook for Tv—Commercial television comes to Scotland Aug. 31 and STV Chairman Thomson reports on the preliminary planning. Page **87.**

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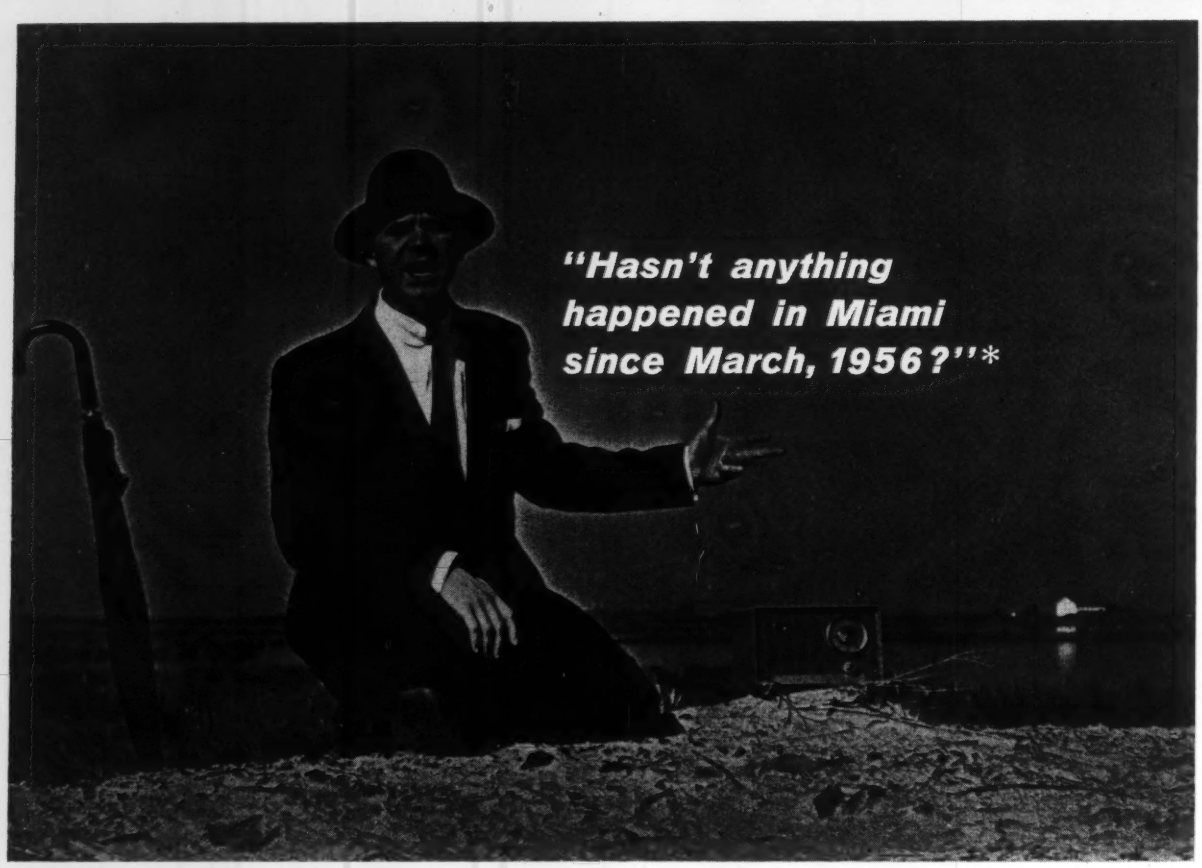


* *Date of NCS #2*

Just this:

August, 1956 ..... WQAM became a Storz Station.

October, 1956 ..... WQAM went independent.

November, 1956 ..... WQAM leaped to first place all day (28.4%, Hooper) without a give-away.

February, 1957 ..... WQAM rocketed to first place all day on Trendex (34.1%).

Feb.-Mar., 1957 ..... WQAM jumped to first place all day on Pulse.

Mar.-Apr., 1957 ..... WQAM now has more than twice the audience of the runner-up station.

Apr.-May, 1957 ..... WQAM now has more than 2½ times the audience of the runner-up station.

Next time somebody quotes NCS #2 about Miami, yell for a Blair man, or get in touch with WQAM General Manager Jack Sandler.

WQAM

covering all of Southern Florida with 5,000 watts on 560 kc.

MIAMI

The Storz Stations

Today's Radio for Today's Selling

TODD STORZ
President

WDGY Minneapolis-St. Paul
WHB Kansas City
WQAM Miami

Represented by John Blair & Co.

KOWH Omaha
WTIX New Orleans

Represented by Adam Young Inc.

at deadline

New Kansas Tv, Pennsylvania Am Among FCC Approvals Friday

FCC Friday announced grants of Kansas tv station, new Pennsylvania am radio daytimer and approved power hike for Wyoming tv station notwithstanding objection by competing Casper station.

• Central Kansas Television Inc. received approval to operate satellite on ch. 11 Garden City, Kan., rebroadcasting ch. 2, NBC-affiliated KCKT (TV) Great Bend, Kan., with 53.7 kw power. E. C. Wedell and family are principal stockholders. FCC Comr. Bartley abstained from voting.

• Wireline Radio Inc. (William DeWire) was granted 1010 kc, 250 w, daytime, in Lewisburg, Pa.

• KTWO-TV Casper, Wyo., was given permission to increase power from 207 w to 13.71 kw and to relocate studio and transmitter despite KSPR-TV Casper objection, which was denied.

Petry Opens Boston Office; Walsh Heads Radio, Howard Tv

NEW office opened in Statler Office Bldg., Boston, today (Monday), by Edward Petry Co., national station representative, bringing total Petry offices to eight. Each office has completely separate tv and radio operation, according to Edward Petry, president of firm.

Bill Walsh, recently on WEEI Boston sales staff, heads tv department of Boston office and is office manager. Francis Howard, recently of WBZ-TV Boston sales staff, is in charge of Petry's New England radio sales.

New Miami V To Be ABC-TV

WPST-TV Miami, Fla., joins ABC-TV network as primary affiliate when station goes on air Aug. 1, according to Walter Koessler, WPST-TV general manager, and Alfred Beckman, station relations vice president of network. Affiliation shifts from WITV (TV) Fort Lauderdale. Station will be operated by Public Service Television Inc., wholly-owned subsidiary of National Airlines. It will operate on ch. 10 with 316 kw.

CBS Radio Promotes Davis

APPOINTMENT of Lucian Davis, manager of network programs, CBS Radio, Hollywood, to new post of executive producer, CBS Radio programming, Hollywood, being announced today (Monday) by Howard G. Barnes, vice president, programming, CBS Radio. Mr. Davis, with CBS since 1936, will be ranking CBS Radio official on West Coast. No successor to William Froug, recently resigned [B•T, May 27] programming vice president, has been named yet by network headquarters.

Shulton, Lever CBS-TV Plans Complicated by Product Conflict

DOUBTFUL programming status of Tuesday, 8:30-9 p.m. slot on CBS-TV next fall reported settled Friday after prolonged discussions and screenings. Shulton Inc., Clifton, N. J., and Lever Bros. Co., New York, which last month rejected *Slezak and Son* for that time, have agreed to sponsor new CBS film package *Eve Arden Show*.

Unsettled is what products Lever Bros. will advertise. Time period now is occupied by *Private Secretary* re-runs sponsored by Dove soap through Ogilvy, Benson & Mather. But vexing Lever (and Shulton Inc., too, which cannot advertise its Old Spice shampoo) is sponorship by Procter & Gamble of preceding (8-8:30 p.m.) *Phil Silvers Show*. Lever and Shulton cannot advertise "competing products", e.g. Dove v. P&G's Zest, Old Spice shampoo v. P&G's Drene, etc.

Thus, agency responsibility for Lever passes from OB&M to J. Walter Thompson Co., which handles Lux and Rinso. Shulton's Agency is Wesley Assoc., New York.

NTA Reports Sharp Income Gain

NATIONAL Telefilm Assoc., New York, reported Friday that net income for nine-month period ended April 30, 1957, rose to $818,592, equal to $1.23 per share, representing 328% increase over previous corresponding period ($191,397 or 29 cents per share). Net income for third quarter of current fiscal year, ended April 30, was listed at $309,961, or 47 cents per share, as compared with $55,584, or 9 cents per share, for same period ended April 30, 1956. Exhibition contracts written in current nine-month period amounted to $12,346,041, as against $3,560,898 in corresponding period of previous fiscal year, NTA said. Film rentals for two periods were $7,680,763 and $2,259,013, respectively.

DIAMOND WANTS MORE

DIAMOND Match Co., New York, is finding that tv is tailor-made for demonstrating how its new "Neet-Heet" product actually works. It's reported that Diamond will expand its current limited spot tv campaign in 17 markets (also spot radio in three markets) to nationwide campaign come next spring. Product is self-starting briquets box designed for outdoor-suburban use in barbeque grills. Campaign ends after Labor Day, with national drive opening up next April. Used in tv are 20-second and one-minute commercials. Doremus & Co., New York, is agency.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business: for earlier news, see ADVERTISERS & AGENCIES, page 32.

THE MASCULINE APPROACH • Revlon Inc., N. Y., slowly moving into men's cosmetics line, this month began testing—through tv, radio and newspapers—advertising for Top Brass, men's hair cream. Cities in 13-week test run are Cincinnati, Atlanta and Denver. Emil Mogul Co. is agency placing test campaign. Mogul expected to gain other Revlon men's products as they come out.

MORE SCHWEPPES ON ORDER • Schweppes (USA) Ltd., N.Y., bottler of quinine water and ginger ale, pleased with its two-week tv test campaign last year, reportedly will make extensive use of medium in limited number of top, metropolitan markets later this month. Radio also will be used. Agency: Ogilvy, Benson & Mather, N. Y.

COLD WEATHER PLANNING • National Carbon Co. (Prestone antifreeze), N. Y., through William Esty, N. Y., planning radio and television spot schedule with same list of markets as last year. Schedule kicks off at varied dates coinciding with first "freeze" days in parts of country, starting early in September.

TO GO WITH THE PROS • CBS-TV's pro football games next fall (Sunday afternoons) nearing goal of complete sponsorship with following advertisers already in: Marlboro cigarettes, Ballantine beer, Pabst beer and Falstaff beer. Beer firms are taking parts of games in their distribution areas. Drug firm understood to be ready to sign for rest of available time.

PLEASED CUSTOMER BACK • Clorox Chemical Co., Oakland, Calif., which used tv for first in its history last year, understood to be planning to show its pleasure with results by renewing schedule. Agency: Honig-Cooper, S. F.

SPOTS ON STOCKINGS • Metro-Goldwyn-Mayer, N. Y., understood lining up next movie radio spot campaign for "Silk Stockings." Campaign will get under way middle of July in top 15-20 markets. Donahue & Coe, N. Y., is agency.

TARGETS DOWN EAST • Noxzema Chemical Co., Baltimore, for its Noxzema suntan lotion, placing radio spot announcement campaign in half-dozen New England markets. Contract runs from 8 to 10 weeks with varied starting dates. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

Continues on page 10

at deadline

Jump in Newspaper Space Rate Cited as Radio-Tv Sales Aid

BIG increase in cost of newspaper space per-million circulation provides broadcasters with good selling argument, John F. Meagher, NARTB radio vice president, told Maryland-District of Columbia Radio & Tv Broadcasters Assn. Friday at Ocean City, Md., meeting (see story page 70). He cited Assn. of National Advertisers data showing cost of line per million circulation in 250,000-and-over group had risen from $1.52 in 1946 to $2.41 this year, rise of 57.8%. Circulation for same period in this group was down 0.4%.

Maryland Gov. Theodore R. McKeldin addressed broadcasters. Friday panel on local news coverage included William E. Coyle, WRC-AM-TV Washington; Jason Pate, WASA Havre de Grace, Md.; Joe Phipps, WWDC Washington, and Del Malkie, WMAL-AM-TV Washington. Brig. Gen. William C. Purnell, chairman, Disaster Preparedness Committee, Baltimore chapter, American Red Cross, spoke on broadcasters and Red Cross disaster service.

Saturday session included panel on rating services, with Fred S. Houwink, WMAL-AM-TV Washington, as moderator, and James W. Seiler, American Research Bureau; George Blechta, A. C. Nielsen Co.; Lawrence Roslow, Pulse, and Frank Stisser, Hooper.

Tele Movie Files for Toll Tv Franchise in Oceanside, Calif.

Application for exclusive 25-year franchise for closed-circuit toll tv in Oceanside, Calif., filed with city council by Tele Movie Development Corp., Los Angeles. Company plans to accept between 1,000 and 1,500 homes with metered tv installations using Telemeter coin box system developed by International Telemeter Corp. [B•T, March 25].

Harrison W. Hertzberg, Tele Movie attorney, said that cost of installing equipment and connecting homes by cable to central studio is estimated at $100 per home, putting overall cost of pilot operation at $100,000 to $150,000. Whether installations will be made by Tele Movie or by Pacific Telephone & Telegraph Co. will depend on phone company bid, Mr. Hertzberg said.

Kaiser Film Plan Falters

ONE of most ambitious tv sponsorship projects for fall—Kaiser Aluminum & Chemical Corp.'s plan to sponsor post-1948 films on ABC-TV Sundays 7:30-9 p.m. [B•T, May 6, *et seq.*]—reported Friday to have fallen through, because of inability to acquire movies of satisfactory quality. Kaiser and agency, Young & Rubicam, New York, will consider new periods and programs.

RCA's Burns Sees C-C Tv Fostering New Educational Era

NEW educational era in which top-flight teacher may lecture to students all over U. S. by closed-circuit television and command salary comparable to that of best paid businessman or entertainer was envisioned by John L. Burns, RCA president, in commencement address prepared for delivery Sunday at Northeastern U., Boston. Mr. Burns was to be awarded honorary degree of doctor of business administration by Northeastern, his alma mater.

Classroom tv, he said, could help overcome education's twin shortages of faculties and facilities, and make it possible to "draw upon the greatest teachers in America."

KODY, WBMS, KTIX Sales Among 13 Approvals From FCC

FCC announced 13 station sale approvals Friday, including:

• KODY North Platte, Neb., to Hartley L. and Margery S. Samuels and Judith S. Scofield for $210,000. Same people own WDLB Marshfield, Wis.

• WBMS Boston to Bartell Broadcasters for $200,000. Bartell also owns WOKY Milwaukee and has interests in WMTV (TV) Madison, Wis., KRUX Glendale, Ariz., and KCBQ San Diego.

• KTIX Seattle to Tele-Broadcasters of Washington Inc. for $180,000. Tele-Broadcasters (H. Scott Killgore) already has interests in WPOP Hartford, Conn.; KUDL Kansas City, Mo.; KALI Pasadena, Calif. and WPOW Brooklyn, N. Y. At same time Commission approved sale of WKXV Knoxville by Tele-Broadcasters to Ra-Tel Broadcasting Inc. (Henry T. Ogle and B. L. Loring) for $94,116.

• WONN Lakeland, Fla., to Noyes Enterprises Inc. (Theodore P. Noyes Jr.) for $169,000. Mr. Noyes has minority interest through family in *Washington* (D. C.) *Evening Star* (WMAL-AM-FM-TV Washington).

• WGGG Gainesville, Fla., to T. K. Cassel for $100,000, conditioned on Mr. Cassel's disposing of WOND Pleasantville, N. J., in order to keep his holdings within maximum of seven permitted one person.

• WRNY Rochester, N. Y., to WFEC Miami principals for $90,000.

Cornberg Forms Consultancy

SOL CORNBERG, NBC director of studio and plant planning for six years, Friday announced resignation effective July 1 to form Sol Cornberg & Assoc., New York, consultant service in communications arts starting Aug. 1. Mr. Cornberg is credited with design of studios for NBC-TV's *Today, Home* and *Tonight* shows and has served as consultant to tv stations and networks in various foreign countries.

• BUSINESS BRIEFLY

Continues from page 9

SPOTS FOR CIGARS • General Cigar Co. (White Owl and Robert Burns), N. Y., considering major radio and television spot announcement schedule which, if approved, will start in September. Young & Rubicam, N. Y., is agency.

ALL SET TO SIGN • Contract representing approximately $1 million in gross annual billing for NBC-TV understood to be virtually set by network with Mentholatum Co., Buffalo, for two quarter-hours one week and three quarter-hours next, starting in October, in total of four daytime tv shows: *Price Is Right, Bride and Groom, Comedy Time* and *Queen for a Day*. Agency is J. Walter Thompson Co., N. Y.

HERE COME TWO MORE • Two other advertisers planning to spend total of about $1.5 million on NBC-TV daytime periods. Brillo Mfg. Co., Brooklyn, reportedly set to invest around $1 million in daytime participations (programs not set yet), effective in fall, while Star-Kist Foods, Terminal Island, Calif., plans to take over quarter-hour of *Tic Tac Dough* (Mon.-Fri., 12-12:30 p.m.) on alternate Fridays (12-12:15 p.m. segment) to tune of about $500,000. Brillo agency is J. Walter Thompson Co., N. Y., Star-Kist's is Rhoades & Davis, S. F.

SHIFT IN STRATEGY • Colgate Palmolive Co., N. Y., for Halo shampoo, understood to be considering putting its tv network budget into spot television. Firm sponsored *The Bob Cummings Show,* Thursdays, 8-8:30 p.m. on CBS-TV this season with last show on June 27. Understood too, was fact that although network was carried on 130 markets, tv spot schedule would go into about half that number. Carl S. Brown Adv., N. Y., is agency.

DOVE GOES SOUTHWARD • Lever Bros.' Dove soap expanding national distribution into 15 south and southwest markets starting June 30 as Ogilvy, Benson & Mather, N. Y., places six-week tv introductory drive. Lever bought six northern markets for Dove earlier [B•T, April 29].

DRIVE IN FRUIT REGIONS • Geigy Chemical Co., N. Y., for Diagnam (fruit spray) buying six-week radio spot announcement campaign starting today (Mon.) in peak fruit areas. Wildrick & Miller, N. Y., is agency.

SINGER CONSIDERING • Singer Sewing Machine Co., N. Y., considering NBC-TV's Tuesday 10-10:30 p.m. period, alternate weeks, for which NBC-TV bought *The Californians,* Lou Edelman package which had previously been sold to ABC-TV. If Singer buys program and time period, another alternate-week sponsor still will be needed. Young & Rubicam, N. Y., is Singer agency.

SHEAFFER MAY SWITCH • W. A. Sheaffer Pen Co., Fort Madison, Iowa, currently handled by Russel M. Seeds Co., Chicago, understood to be shopping for another agency with Leo Burnett Co., Chicago, looking late last week as likely successor to Seeds. Sheaffer budget estimated at $2.5 million.

Bexar County Coliseum has a capacity of 11,950 seats for such events as boxing, wrestling, rodeos, ice shows, or the circus — bringing a continuous flow of visitors to San Antonio each month. Here is a prime reason why this city is climbing in merchandise store sales, beating Birmingham, New Haven, Newark, and Spokane.

KENS-TV

EXPRESS-NEWS STATION

5

IN EACH TELEVISION MARKET
THERE IS **ONLY ONE LEADER.***
IN SAN ANTONIO, IT'S **KENS-TV**

CBS

SAN ANTONIO, TEXAS

REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

See the latest — ARB, PULSE, RORABAUGH

AROUND THE WORLD IN 52 ADVENTURE-PACKED HALF HOURS ON FILM... WITH MCA'S "TOP TEN" ADVENTURE HIT... JUST MADE AVAILABLE TO LOCAL ADVERTISERS!

YOU KNOW THIS SHOW IS WORTH A FORTUNE IN RATINGS AND SALES!

YOU KNOW IT IS "TOP 10" IN 49 MARKETS! (latest available ARB ratings as of May, 1957)... with a world-beating average of 26.9! You know you are going on the air with a huge and happy audience!

YOU KNOW WHY IT ALWAYS RATES HIGH!... because the REVUE PRODUCTIONS seal spells television's finest film programs. Made on seven seas and five continents, SOLDIERS OF FORTUNE takes viewers adventuring in the mountain fastnesses of Tibet, the jungles of the Amazon, the menacing waters off Hong Kong! Everyone claims to spend a fortune on production – *Revue really does.*

YOU KNOW ITS TERRIFIC SALES RECORD! Seven-Up, exclusive national sponsor, ran 26 of these programs, took a look at the results, asked Revue to produce 26 more! Consistently high ratings are matched by ideal audience composition – 50% adults, 50% kids.

Call your MCA TV Film Syndication representative for details on TV's most successful adventure hit...

starring JOHN RUSSELL and CHICK CHANDLER

SOLDIERS OF

Write, wire, phone

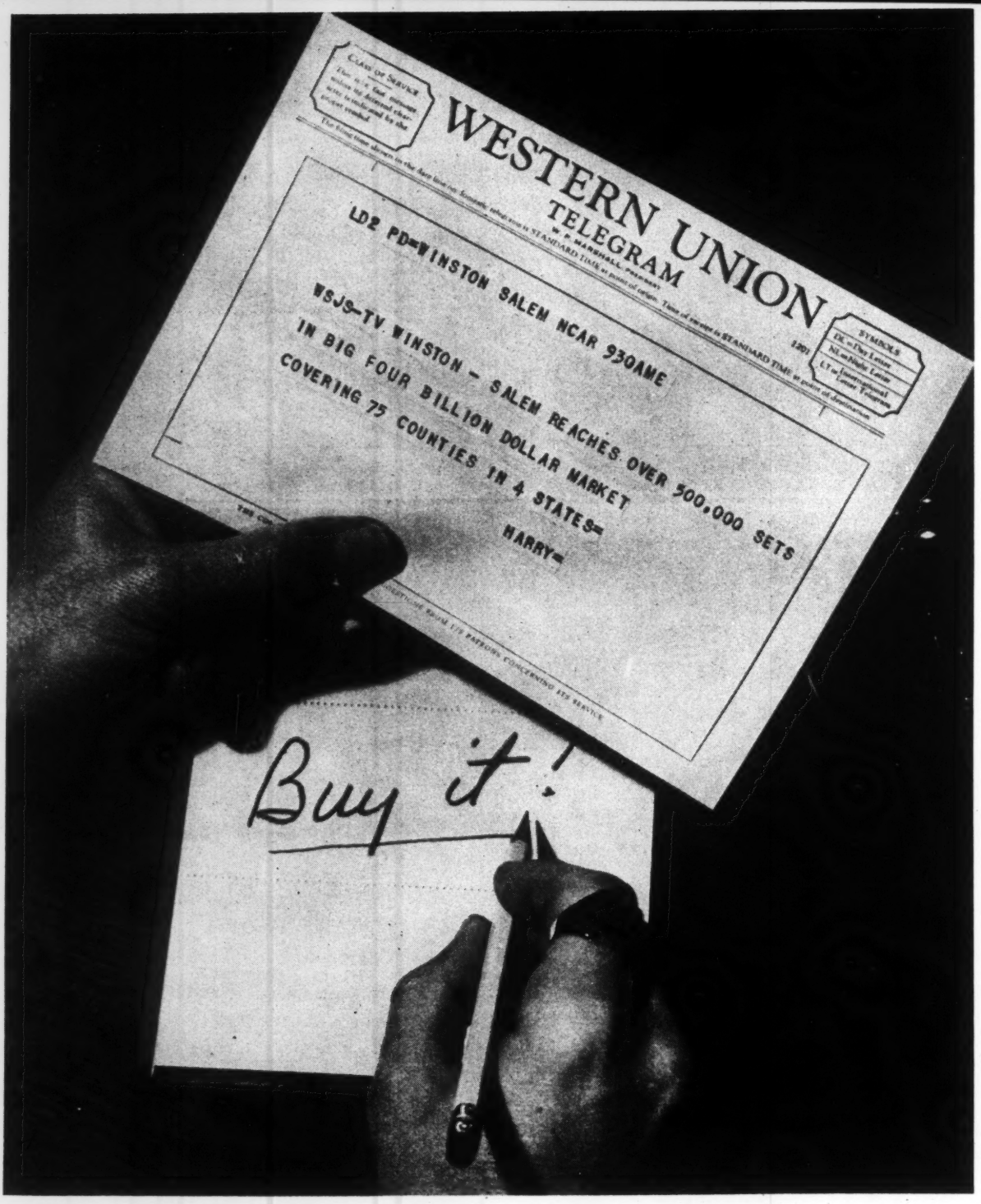
mca tv

FILM SYNDICATION

America's No. 1 Distributor of TV Film Programs

598 Madison Avenue, New York 22, N. Y., PLaza 9-7500
and principal cities everywhere

FORTUNE



WSJS-TV

channel 12

CALL HEADLEY-REED, REP.

WINSTON-SALEM

NBC AFFILIATE for WINSTON-SALEM
GREENSBORO
HIGH POINT

Informed Opinion

EDITOR:

I am impressed by the depth of study that went into this article ["How P&G Cleans up with Television"—B•T Business Profile, June 3].

It seems to me you've done a good job in sensing many of the factors at work in our marketing operation and have presented them in a most interesting fashion. . . .

Neil McElroy, President
Procter & Gamble Co.
Cincinnati

EDITOR:

. . . I have read your article on P&G in the June 3 issue of BROADCASTING • TELECASTING and I compliment you on a very thorough and penetrating study. Your reference to the difficulty of getting to our people through the Public Relations Dept. was certainly restrained under the circumstances—although I suspect the implication of being turned away with an empty briefcase was belied by the wealth of your material.

I am sorry we had to prove so difficult and am glad that you were able to develop such a fine article in spite of us.

O. M. Gale, Manager
Public Relations Dept.
Procter & Gamble Co.
Cincinnati

Green Bay: A Top Market

EDITOR:

We were quite distressed upon seeing the listing of the top 125 tv markets [B•T, May 6] which did not include WFRV-TV and Green Bay. . . . There are 357,340 tv homes in the Green Bay tv market which makes it the 50th tv market in the nation.

W. C. Porsow
Merchandising & Promotion Manager
WFRV-TV Green Bay, Wis.

[EDITOR'S NOTE—Due to an oversight, WFRV-TV was not included although both the CBS and the ABC lists submitted to the FCC in allocations proceedings, from which our May 6 list was compiled, did list Green Bay.]

Film Handling Defended

EDITOR:

I don't agree with Mr. Nemec [Boyce Nemec, New York consultant, who said film costs may lead to tv tape use, B•T, June 3].

Tape may come, but not because tv prints are given "rough handling by inexperienced station personnel, inadequate inspection at the film exchange and failure to fix responsibility for film damage by the distributors."

. . . We send thousands of prints every week to stations and station people know how to handle film. Sure, there's some damage, but the percentage is small.

As for inadequate inspection at the film exchange, Mr. Nemec is invited to look at our operations center to watch our film inspectors at work. They work fast, but every print that comes back is cleaned, checked for breaks, sprocket holes, etc.

Lastly, stations know they're going to be billed for damage of any major size, so they're careful with our prints.

I also heartily disagree with Mr. Nemac's estimate of only "5 to 15" uses for a tv print. We've gotten over 50 uses from some. My estimate would indicate an average of 25-30 uses for a tv print.

Robert Kirsten
Director of Operations
Sterling-Movies U.S.A. Inc.
New York

The Pulse Tempo Was Right

EDITOR:

Thank you very much for the excellent writeup you gave my "Print vs. Broadcasting Media" presentation [B•T, May 27]. I know that yours is not an easy task when it comes to evaluating such material for inclusion in your publication.

Sydney Roslow
Director
The Pulse, New York

All's Well in Wellston

EDITOR:

Perhaps some of the radio stations that carry on a running battle with the hometown paper might be interested in this little [excerpted] story that appeared in the *Wellston Sentinel:*

We want, belatedly but sincerely to congratulate WKOV on its increase in power to 500 w and its change in frequency to 1330 kc . . . in many communities relations between a radio station and the newspaper become strained because of the competition for the advertisers' dollar. But we feel that we, in Wellston, enjoy a harmonious relationship. We, at the *Sentinel,* eat three meals a day and we are certain that the WKOV personnel, especially Manager Parks Robinson, is equally privileged. A radio station is an asset to the community, and so, we modestly believe, is a newspaper.

Parks Robinson
General Manager
WKOV Wellston, Ohio

Assists for Agency Readers

EDITOR:

We would like very much to get quickly any information that may have been printed in your magazine during the past year . . . which would indicate the plans of petroleum marketers . . . [for] advertising of gasoline and oil.

E. A. W. Schulenburg
Vice President
Ridgway Adv. Co.
St. Louis, Mo.

[EDITOR'S NOTE—Tear sheets of appropriate B•T news stories have been forwarded.]

EDITOR:

We are looking for connections to do some radio jingles. Could you recommend several sources that we might contact?

L. James Siracuse
General Manager
A. M. Simcock Adv.
New Orleans, La.

[EDITOR'S NOTE—It's always a pleasure to recommend that tried and proved source-work, our BROADCASTING Yearbook-Marketbook issue. Starting on page 323, 1957 edition, is a directory of radio program production and transcription services.]

QUESTION: WHERE DO MOST PEOPLE SPEND THEIR VACATION?

ANSWER: At Home!

Yes, it's a fact, figures show that most people actually stay at home for their annual vacation, only a small percentage go "out of town".

* * * *

All of which means that winter or summer, there's always a BIG audience tuned to WFMJ radio in Youngstown, Ohio.

* * * *

Enjoy sales results by scheduling your summer spot campaign on WFMJ. Youngstown has up to 16 hours of daylight time, making it a terrific buy!

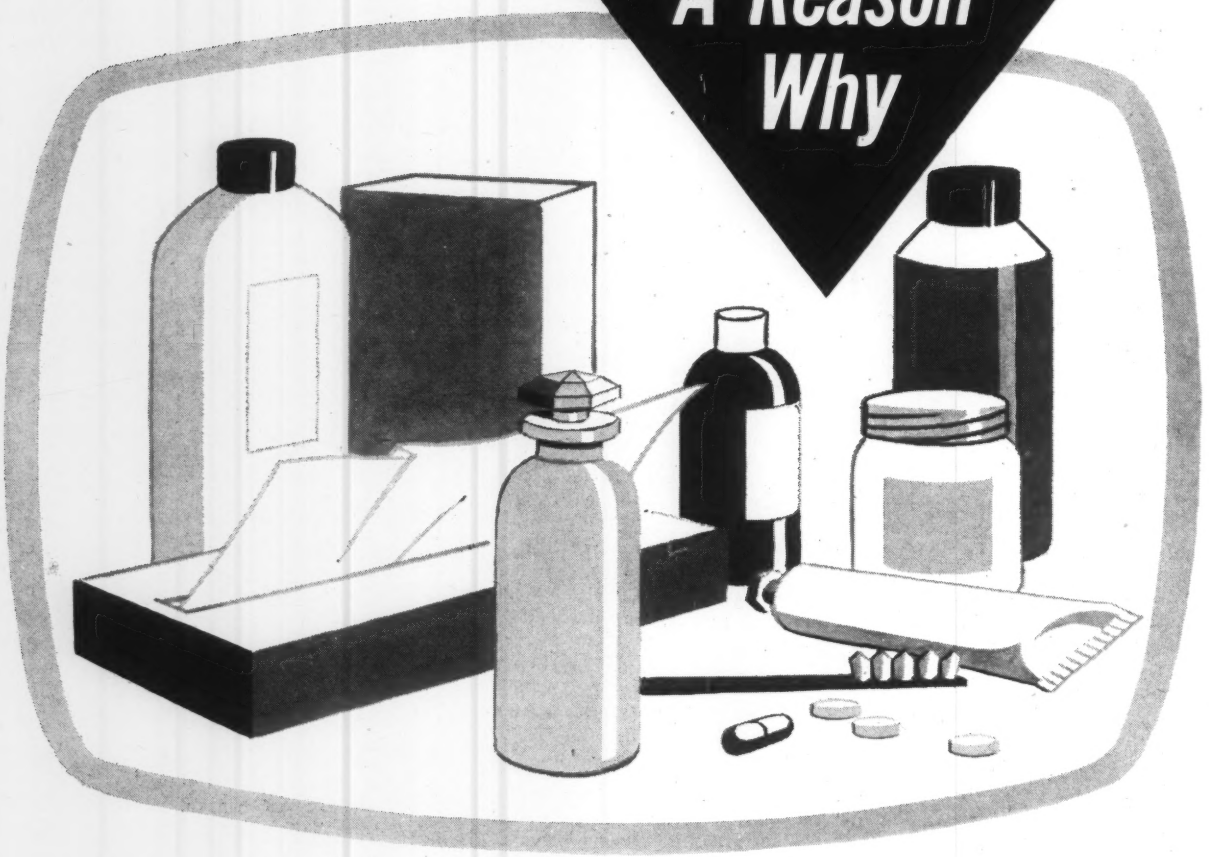
* * * *

Ask Headley-Reed or call Mitch Stanley, station manager, for availabilities and rates. Sell Ohio's 3rd market . . . Youngstown! Sell with radio . . . WFMJ Radio!

"Your Good Neighbor Station"

WFMJ 5000 WATTS FULL TIME
NBC IN YOUNGSTOWN, OHIO

There Must Be A Reason Why



Edward

THE ORIGINAL

NEW YORK • CHICAGO • ATLANTA

Millions and Millions of Dollars

were *invested* in Spot TV advertising by leading drug manufacturers during 1956.

Invested because Spot TV brings drug advertisers so many more sales dollars returned for every dollar they spend. There's no waste. You pin-point the audience you want . . . in the markets you want. And drug advertisers find this rate of return is even higher on Petry represented stations because they are the greatest buys in their areas.

For all the facts . . . **Ask Petry**

KOB-TV	Albuquerque
WSB-TV	Atlanta
KERO-TV	Bakersfield
WBAL-TV	Baltimore
WGN-TV	Chicago
WFAA-TV	Dallas
WESH-TV	Daytona Beach
WTVD	Durham-Raleigh
WICU	Erie
WNEM-TV	Flint-Bay City
WANE-TV	Fort Wayne
KPRC-TV	Houston
WHTN-TV	Huntington
WJHP-TV	Jacksonville
KARK-TV	Little Rock
KCOP	Los Angeles
WISN-TV	Milwaukee
KSTP-TV	Minneapolis-St. Paul
WSM-TV	Nashville
WTAR-TV	Norfolk
KMTV	Omaha
WTVH-TV	Peoria
WJAR-TV	Providence
KCRA-TV	Sacramento
WOAI-TV	San Antonio
KFMB-TV	San Diego
KTBS-TV	Shreveport
WNDU-TV	South Bend-Elkhart
KREM-TV	Spokane
KOTV	Tulsa
KARD-TV	Wichita

Television Division

Petry & Co., Inc.

STATION REPRESENTATIVE

BOSTON • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

I-N-C-R-E-A-S-I-N-G-L-Y the

NO. 1

Radio Station in Houston is

K-NUZ

SHARE OF AUDIENCE

Hooper: March-April, 1957

Monday thru Friday 7 A.M.—12 Noon		Monday thru Friday 12 Noon—6 P.M.	
K-NUZ	**29.4**	**K-NUZ**	**37.3**
Net. Sta. "A"	6.3	Net. Sta. "A"	9.1
Net. Sta. "B"	9.5	Net. Sta. "B"	7.8
Net. Sta. "C"	12.7	Net. Sta. "C"	11.2
Net. Sta. "D"	17.8	Net. Sta. "D"	5.5
Ind. Sta. "A"	5.9	Ind. Sta. "A"	5.5
Ind. Sta. "B"	2.5	Ind. Sta. "B"	7.4
Ind. Sta. "C"	8.0	Ind. Sta. "C"	8.9

AIMS Association of Independent Metropolitan Stations

Take your choice . . . Hooper, Pulse, Nielsen and Cumulative Pulse ALL AGREE K-NUZ is No. 1 in HOUSTON!

In Houston the swing is to RADIO . . . and Radio in Houston is . . .

K-NUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: FORJOE & CO.—
New York • Chicago • Los Angeles • San Francisco • Philadelphia • Seattle

Southern Reps.: CLARKE BROWN CO.—
Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, JAckson 3-2581

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THE BUSINESSWEEKLY OF RADIO AND TELEVISION

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EDITOR & PUBLISHER: Sol Taishoff
MANAGING EDITOR: Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald
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NEW YORK
444 Madison Ave., Zone 22, PLaza 5-8355

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MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton, Barbara Kolar

HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-3148
SENIOR EDITOR: Bruce Robertson
WESTERN SALES MANAGER: Bill Merritt, Virginia Bialas

Toronto, 32 Colin Ave., HUdson 9-2694
James Montagnes

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*Reg. U. S. Patent Office

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NOTICE!

The success of the program formula of the Plough, Inc., Stations: **Radio Baltimore—WCAO; Radio Boston—WCOP; Radio Chicago—WJJD** and **Radio Memphis—WMPS,** is widely recognized not only by the public but by local, regional and national advertisers, and other broadcasters.

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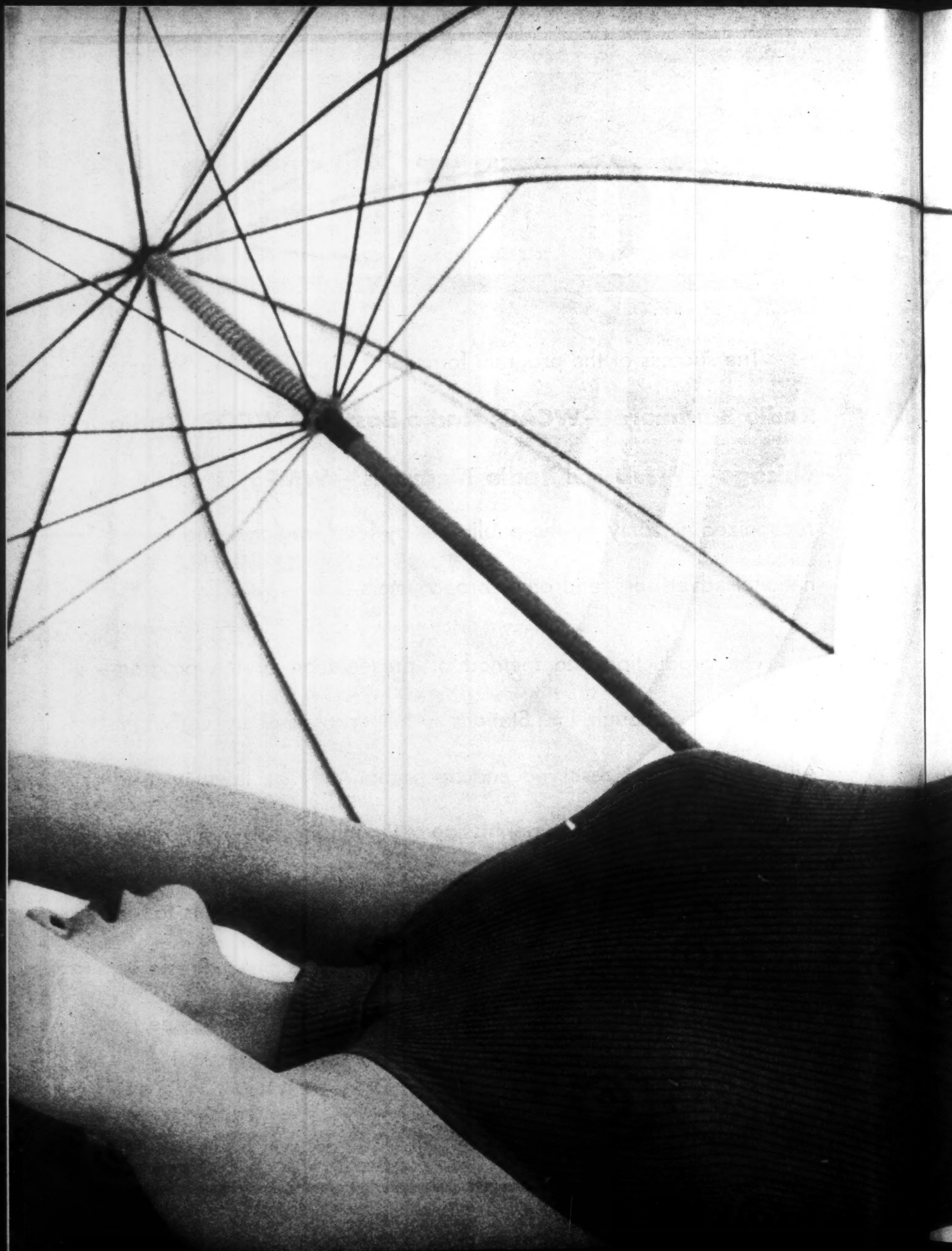


There's more to Florida!

Imposing is the record $1,200,000,000 spent by Florida's sun-worshipping visitors last year. But bigger by far today is the ever-expanding spending power of Florida's year-round residents.

***There's Jacksonville, for instance**... mainspring of a dynamic $1,775,521,000 market where population has jumped 20%, food sales 86%, drug sales 102% since 1950. Total retail sales are up 90%... a rate of increase 78% above the national level!*

***and WMBR-TV** provides advertisers a golden opportunity to grow with the market. For WMBR-TV's year-in, year-out dominance of the territory is unquestioned. Inside metropolitan Jacksonville, WMBR-TV delivers almost five times the audience of its competition, with the largest number of viewers in every quarter-hour of the week, from 8 a.m. to midnight. And that's only part of the picture. In all, powerful WMBR-TV covers a market totaling 67 northern Florida and southern Georgia counties... 291,000 television families who have made WMBR-TV an eleven-to-one favorite over any other station!*

Sources: Sales Management Survey of Buying Power; ARB; NCS #2 updated

Channel 4, Jacksonville — **WMBR-TV**
Operated by The Washington Post Broadcast Division
Represented by CBS Television Spot Sales

Coming Soon!
from Buffalo's sellingest radio station...
WBNY
a completely
New
Concept
of
Radio
Programming
WBNY
Look for details in the July 15th issue of B-T!
BURKE-STUART
National Representatives

THE JERRY LEWIS SHOW

IT's long been the practice of fan magazines in search of "hot" copy to resurrect the Martin-Lewis split and repeatedly question their decision to go separate ways. But Jerry Lewis' solo stint June 8 is ample proof that the zany, frenetic performer stands out whether billed as single or alongside all the foils and fellow-clowns that can be mustered.

Aided by the dancing team of Dick Humphrey and Lou Spencer, his "reprisal" against entertainer Sammy Davis Jr. with a spoof of the Will Mastin trio, was a gem of comedy and dancing ability. Routines with his 11-year-old son, Gary, and his father, Danny Lewis, as well as an old-time "Charlie Chin" revival were equally hilarious. The latter had 47-year-old Key E. Luke as the No. 1 son of 31-year-old "Charlie Chin" Lewis and equaled any effort of Sid Caesar.

Edyie Gorme, Nelson Riddle and a chorus line that ranked among the better made it an hour that merited many encores. One other act involved was the comedian team of Rowan & Martin, described as newcomers on the horizon of entertainment. Unfortunately for them, the surrounding talent was too much competition.

Production Costs: Approximately $200,000.

Sponsored by RCA and Whirlpool Corp., through Kenyon & Eckhardt, and Oldsmobile Div. of General Motors, through D. P. Brother on NBC-TV; Colorcast Sat. June 8, 9-10 p.m. EDT.

Producer: Ernest Glucksman

Directors: Jack Shea, Jerry Lewis

Writers: Harry Crane Arthur Phillips

BOOKS

ART DIRECTING: FOR VISUAL COMMUNICATION & SELLING, edited by Nathaniel Pousette-Dart for Art Directors Club of New York; 240 pp.; Hastings House Publishers Inc., New York; $15.

THERE is little, if any room, on Madison Ave. and other advertising centers for "art for art's." But when used along with copy, it makes up the stuff we call advertising, be it tv or print media.

This book, lavishly illustrated by pictures and colorful layouts, printed on heavy slick stock, and bound to be kept, has been in the making six years. Through 70 contributors from all fields of visual communications, it tells the story of the art director, one of the key men on any account.

Of particular interest is the tv section, keynoted by William R. Duffy of McCann-Erickson (for Mr. Duffy's contribution to this book, see page 118). Others writing in the tv section are Harry Wayne McMahan, tv consultant now working with Dr. Ernest Dichter; George Olden, CBS-TV graphic arts director; Paul Smith, president of Calkins & Holden Inc.; William Olden, advertising and sales promotion creative director at CBS-TV, and William H. Schneider, vice president and creative director, Donahue & Coe Inc.

HOW TO BUILD AN ORANGE CRATE FROM OLD PIECES OF FURNITURE, by Jack Cluett; 188 pp.; Doubleday & Co., New York; $2.95.

FOR loyal readers of the A&P grocery stores' monthly magazine, *Woman's Day*, this slim volume containing the collected "indignant nonsense" of radio-tv columnist Jack Cluett comes as a special bonus. For Cluett is the supermarket version of John Crosby: irreverent, highly critical of hokum, giving no quarter to press-agentry. If much of this book escapes the station manager in St. Mary's-by-the-Pump, Idaho, the fault is hardly his: too many of Mr. Cluett's radio-tv columns deal with local New York phenomena, such as the insomniac's delight, Miss Nancy Berg. As regards the title, yes, Mr. Cluett has built his orange crate, and lovingly so. It's on exhibit in Greenwich, Conn.

FILM ®

The Next 10 Days Of Network Color Shows (All Times EDT)

CBS-TV

Colorcasting canceled for summer.

NBC-TV

June 17-21, 24-26 (1:30-2:30 p.m.) *Club 60,* participating sponsors.

June 17-21, 24-26 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

June 17 (8-8:30 p.m.) *Adventures of Sir Lancelot,* Whitehall Pharmacal through Ted Bates and Lever Bros. through Sullivan, Stauffer, Colwell & Bayles.

June 17, 24 (9:30-10:30 p.m.) *Robert Montgomery Presents,* S. C. Johnson & Son through Needham, Louis & Brorby and Mennen Co. through Grey Adv.

June 18, 25 (8-8:30 p.m.) *Arthur Murray Party,* Speidel through Norman, Craig & Kummel and Purex through Edward H. Weiss & Co.

June 19, 26 (8-8:30 p.m.) *Masquerade Party,* participating sponsors.

June 19, 26 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

June 20 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. through J. Walter Thompson Co.

June 22 (8-9 p.m.) *Julius La Rosa Show,* participating sponsors.

June 23 (9-10 p.m.) *Alcoa Hour,* Aluminum Co. of America through Fuller & Smith & Ross.

FAITH

Inborn — a child's faith.

But faith...in business...must be earned.

That's why when we make a sale, we also try to make friends. Friends won through the sustained action of promises performed.

As we see it, that's not only good business philosophy. It's good business, too.

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO

CASE HISTORY — AMUSEMENTS

WHEN TWO SOUTHERN CALIFORNIA trademarks get together, it means business . . . increased business, when they're the famed mermaids of Marineland of the Pacific, world's most spectacular circus of marine life (Julie Reding, left)—and of radio station KBIG Catalina (Marilyn Smith).

FOUR-MILLION-DOLLAR MARINELAND of Palos Verdes Peninsula opened in 1954. Originally it relied chiefly on seasonal promotion. Then in 1956 William F. Monahan, Marineland's new vice-president and general manager, decided to seek patronage on a year-round basis.

SPOT PACKAGES on four radio stations were bought on a 12-month schedule by Roger Combs, vice-president of West-Marquis, Inc. advertising agency, Los Angeles. Results? A spurt of 40% in business for the fiscal year ended April 1957 . . . and the authorization of a million-dollar addition to Marineland this fall by a delighted board of directors.

"SPOT RADIO, which gets a major share of our media budget, also receives prominent mention from customers as the inspiration of their visit" says Mr. Monahan. "KBIG's 600 spots over the past year have brought us business from below San Diego to well above Santa Barbara—and from everywhere in between!"

YOUR WEED MAN is a prime source for other case histories to help you evaluate Southern California radio.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to John Lawrence Burns

JOHN LAWRENCE BURNS is one of the presumably few persons with a doctorate who ever voluntarily gave up a college professorship to take a job as a laborer in a steel mill.

"I'd have been happy to start in as president," he recalls, "but nobody asked me."

Earlier this year, however, somebody did ask him, and on March 1 he took over as president of RCA.

At 48, John L. Burns is a robust, youthful and comfortably relaxed man who looks and talks more like the former college professor than the high-pressure executive that is the popular conception of today's industrialist.

Born Nov. 16, 1908, at Watertown, Mass., he attended Watertown schools and Northeastern U., where he received his B. S. degree in electrical engineering in 1930. He was employed by the Western Electric Co. between 1927-1930 while studying at Northeastern. In 1931 he earned his master's at Harvard, and three years later, also at Harvard, his doctorate in metallurgy. While working for the doctorate he taught metallurgy at Harvard for two years and at Lehigh for one, meanwhile working also at Dewey Almy Chemical Co.

In 1934 he chucked the assistant professorship he then held at Lehigh—even though the depression already had set in—and went job-hunting because he wanted practical experience.

He landed with Republic Steel and was put to work in a 10-inch rod mill, juggling 450-pound coils of white-hot metal. It was a back-breaker.

"Some nights I'd be so tired when I got to my room in the South Chicago YMCA that I'd have just enough strength left to get a shower and pile into bed—asleep before dinner time," he says. "I didn't have enough energy left to go out to eat."

After about a year—during which he did find enough reserve energy to do some research on electrical conductivity of special steels—he was transferred to the laboratories to work on special problems. By 1936 he was head of the laboratories. Subsequently, he served as director of quality control, director of process engineering, superintendent of large ingot manufacture, manager of the Grand Crossing Works, and, finally, superintendent of the Wire Div., which included the Grand Crossing Works.

In 1941 he decided it was time to change again. He liked his work but he was about 15 years junior to Republic's other superintendents, and further progress, he decided, was apt to be necessarily slow. Also, he wanted to broaden his experience.

So he moved to the management consulting firm of Booz, Allen & Hamilton. Less than a year later he became a partner. He has worked closely with RCA, a BA&H client, for the past 10 years, and was called in as president when Frank Folsom elected to give up the presidency in preparation for retirement two years hence.

Mr. Burns was married Aug. 29, 1937, to Beryl Spinney. They have two children, John Spinney (Joss), 13, and a daughter, Lara Lacey, 9, and live in Greenwich, Conn.

He is president of the Greenwich Community Chest & Council, member of the executive committees of the Boys' Clubs of America and the American Heritage Foundation, a director of the Common Cold Foundation Inc., a corporate member of the Crusade for Freedom, and a member of the Board of Visitors for the Air U., USAF.

His hobbies are golf, fishing, hunting, and reading, and his social memberships include the Round Hill and Indian Harbor Yacht Club at Greenwich; the University Club in New York; the Mid-Day Club in Chicago, and the Dutchess Valley Rod and Gun Club at Pawling, N. Y.

Mr. Burns looks upon his new job as being mainly "to see that we get the information we need in order to make the right decisions" and "working with people and getting them to do the work to implement the decisions that have been made." That the job is somewhat more complicated than he makes it sound is indicated by his working habits, however: He is in his office before 8:30 a.m., works till 5:30 and often till 6:30 or 7, and puts in another hour or so on the train commuting—"plus the usual extra-curricular activities."

There's a timely story about his commutation. One morning early this year he sat for an hour and ten minutes in a commuter train stalled in the tunnel to Grand Central Terminal. In the RCA Bldg., an RCA board meeting was in progress. When Mr. Burns finally arrived, he apologized for his tardiness: "All I can say is, it's a helluva way to run a railroad—the New Haven Railroad, I mean."

Whereupon the board, accepting his apologies, got on with the business of electing him president.

CHERCHEZ LA FAMILY BUYER.
SHE OFFERS YOU A LOVELY SALES CURVE
ON **KOIN-TV,** PORTLAND, OREGON...
EXCLUSIVE 30-COUNTY COVERAGE...
RATINGS YOU WISH EVERYBODY HAD.
The boys from CBS-TV Spot Sales
have her vital statistics in their little black book.

WPEN FIRST!

IN PHILADELPHIA
MORE PEOPLE LISTEN TO
WPEN THAN TO ANY
OTHER RADIO STATION*

*Pulse March-April 1957—6 A.M. to Midnight Monday thru Saturday

THE STATION OF STAR ENTERTAINERS

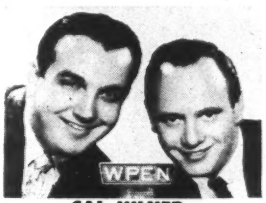
THESE ARE THE PERSONALITIES PHILADELPHIA LIKES BEST

JACK O'REILLY
5:00-9:00 A.M.

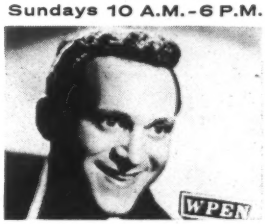
RED BENSON
10:00 A.M.-1:00 P.M.

PAT & JACK
9:00-10:00 A.M.

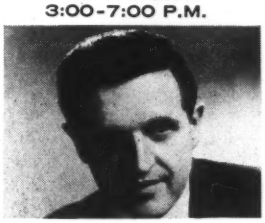
MAC McGUIRE
THE 950 CLUB
1:00-3:00 P.M.
Sundays 10 A.M.-6 P.M.



CAL MILNER
& LARRY BROWN
THE 950 CLUB
3:00-7:00 P.M.



BUD BREES
7:00-11:00 P.M.



FRANK FORD
11:00 P.M.-2:00 A.M.

ART RAYMOND
2:00-5:00 A.M.

THE BEST IN
RADIO ENTERTAINMENT
24 HOURS A DAY
7 DAYS A WEEK

WPEN was years ahead in establishing itself as Philadelphia's Music and News station.

We are an independent station, free to program to local tastes. We offer Entertainers—not platter spinners. And we program them in long blocks of time to give the audience an opportunity to form lasting listening habits.

We are dedicated to the proposition that only top calibre entertainers provide top flight entertainment. And the music they play is selected with loving care.

Commercial messages are not delivered between network shows by nameless announcers. Our clients' sales are managed by Star Entertainers whose names inspire loyalty and confidence in the products they sell.

We are first. There is no other place to go—so we intend to stay right here.

WPEN

Represented Nationally by GILL-PERNA INC.—New York, Chicago, Los Angeles, San Francisco and Boston

take 5

and get the whole rich northern Florida market, that The PERRY STATIONS cover as no other media can . . . completely, effectively, and with apparent but deceptive ease.

THE PERRY STATIONS

1 WJHP AM/FM/TV *Jacksonville*
2 WCOA *Pensacola*
3 WTMC *Ocala*
4 WDLP *Panama City*
5 WESH-TV *Daytona Beach*

Radio Stations Represented By: JOHN H. PERRY ASSOCIATES

TV Stations REPRESENTED BY PETRY

IN PUBLIC INTEREST

WDRC Supports Summer Camp

A FUND DRIVE over WDRC Hartford for funds for Camp Courant, a summer children's camp operated by the *Hartford Courant*, reportedly hit the $1,200 mark. The drive, conducted on the 6:20 p.m. *Jack Zaiman Background News Program*, is an annual affair over WDRC.

Dead Men Speak for Autopsies

SINCE March 3, when KDKA-TV Pittsburgh presented a program on the importance of autopsies on its *House Call* series, the autopsy rate has risen from 38% to 60%. The rise is credited entirely to the effect of the program, "Dead Men Do Tell Tales."

Disc Jockey Airs Program

WILSON HURST, disc jockey, WKY-AM-TV Oklahoma City, briefly changed altitude when he emceed his weekly show, *Wilson at Work*, from "the air"—an Air Force Reserve C-45, property of the 69th Troop Carrier Squadron at Tinker Field, Midwest City, Okla. The special show was scheduled in connection with the Air Force's new six-month reserve enlistment program.

KTTN Aids Cancer Drive

WITH a goal of $1,608, and only $1,245 collected in the Grundy County Cancer Fund Drive, KTTN Trenton, Mo., initiated a radio marathon for the remaining two days of the drive. As people phoned in their contributions, the station put its "beeper" phone service into operation so contributors could announce their own names and addresses and the amount they wanted to contribute. Grundy was one of the first nine counties in the state to reach its goal.

Star Helps Send Boys to Camp

CLINT WALKER, star of ABC-TV's *Cheyenne* series, came home to Alton, Ill., to make a personal appearance at a rodeo on June 2 sponsored by the Alton Police Department, with all proceeds going to the Alton Police Youth Camp. Although torrential rains forced a two-week postponement of the rodeo, they did not prevent Mr. Walker from making a special appearance on a 15-minute program on KTVI (TV) St. Louis, with Bruce Hayward doing the interview. The rodeo was reported a success, with Mr. Walker selling autographs for $1 and permitting all comers to shoot his six-shooter for $5.

Radio Reunites Family

GILBERT M. HUTCHISON, general manager, WAAA Winston-Salem, N. C., reports that a brother and sister were reunited after a 29-year separation. The sister, Mrs. Lola McKinney of Atlanta, Ga., had tried to locate her missing brother, Clifford Palmer, since 1928. She wrote Larry Williams asking him to read her letter on the air. The letter was read one time and was heard by one of Mr. Palmer's co-workers who immediately passed the message on to Mr. Palmer who wired his sister at once.

SUPER-DYNODE and MICRO-MESH

Now RCA Image Orthicons Combine BOTH

For Color
RCA-6474

For Black-and-White
RCA-5820

If you are not yet in operation with new RCA Image Orthicons—which now combine SUPER-DYNODE and MICRO-MESH designs—get set for new improvements in picture quality and camera chain operation that will surprise you. Now you can say good-bye to dynode burn. No need to defocus anymore to kill mesh pattern and moiré. AND EVERY TV STATION MAN WILL LIKE THIS GOOD NEWS: *RCA Image Orthicons with Super-Dynode and Micro-Mesh design deliver top quality performance longer than ever before.*

RCA-5820's and -6474's with MICRO-MESH and the new SUPER-DYNODE design are available from your RCA Industrial Tube Distributor. Both types are directly interchangeable with all previous RCA-5820's and -6474's. For technical details on RCA Image Orthicons, write RCA Commercial Engineering, Section F 130, Harrison, N. J.

FACTS ABOUT RCA SUPER-DYNODE

For black-and-white

- Less dynode texture in "low-key" scenes

For color and black-and-white

- Easy to adjust dark-shading
- More uniform picture background
- Decelerator-grid voltage can be set at optimum value for highlight uniformity—throughout tube life
- Minimum undesirable background texture in low-light areas
- Cleaner colors in the dark areas

FACTS ABOUT RCA MICRO-MESH

- Eliminates mesh pattern and moiré effect without defocusing
- More than meets all technical requirements of 525-line TV system
- 750-mesh tube used with aperture-correction circuits can provide 100% response for 350-line information. 500-mesh tube without aperture-correction circuits produces only about 60% response for 350-line information. Although correction circuit can be used with 500-mesh tube, such use emphasizes moiré and beat-pattern problems
- Micro-Mesh minimizes beat pattern between color subcarrier and frequency generated by the beam scanning the mesh-screen pattern
- Improves detail of color pictures

CAMERA TUBES FOR TELECASTING

RADIO CORPORATION OF AMERICA · Electron Tube Division · Harrison, N. J.

On KTHV, they will!

WITH 316,000 watts on Channel 11 and with the tallest antenna in the Central South (1756′ above average terrain!), KTHV *gets regular viewing response* from most of Arkansas — 62 counties to be exact!

Take a good look at the mail map above. Notice that KTHV penetrates to all six surrounding states — and actually pulls mail from viewers in Mississippi, Missouri, Oklahoma and Texas.

Ask your Branham man for all the *big* KTHV facts.

CBS

KTHV **Channel 11**
LITTLE ROCK
316,000 Watts

Henry Clay, *Executive Vice President* B. G. Robertson, *General Manager*

AFFILIATED WITH KTHS, LITTLE ROCK, ARKANSAS DEMOCRAT, LITTLE ROCK, AND KWKH, SHREVEPORT

BROADCASTING
TELECASTING

Vol. 52, No. 24 **JUNE 17, 1957**

FAIR-TRADE PACT DRAWS SENTENCES

• Dazed Philadelphia stations ruled in antitrust violation

• Both judge, prosecution admit doubt of defendants' guilt

NINE Philadelphia radio stations stand branded by a federal court as criminal antitrust law violators despite the expressed opinions of the Dept. of Justice and U. S. District Court that:

• There is doubt they violated any law and/or the public interest.

• If they did, it is technical and involves no moral turpitude.

The nine learned Thursday that they had been fined $1,000 each for attempting to adhere to fair trade practices and their local association had been fined $5,000.

These broadcasters, having spent an estimated $250,000 for lawyers in the last year, were persuaded to enter a technical *nolo contendere* (no defense) plea in the Dept. of Justice criminal antitrust indictment against them. They did this, B•T learned,

• On the advice of their lawyers, who had conferred with Dept. of Justice attorneys and Judge Allan K. Grim, of U. S. District Court, and

• To avoid legal jockeying that might have run the expense over a million dollars, and

• To keep from jamming a court that didn't want to clutter its calendar with litigation involving a fuzzy technical matter that could be settled if defendants would throw themselves on the court's mercy.

For the first time any broadcaster could recall, a routine radio business practice wound up in a juridical antitrust circus.

Special victim of the nebulous Dept. of Justice charges was Westinghouse Broadcasting Co., which wanted to go through a trial and seek to prove its innocence. WBC agreed, with "extreme reluctance," to forego jury trial after a series of conferences with all parties involved. Westinghouse held out for several days, insisting it did not want to join the other eight defendants in the effort to avoid the heavy expense of a trial.

Both government counsel and Judge Grim made special reference to the Westinghouse position in their statements, noting that WBC apparently had not been involved in the original actions in question.

The year-long legal bickering began in May 1956 when U. S. marshals subpoenaed records of 10 Philadelphia radio stations at Dept. of Justice request. A federal grand jury in Philadelphia returned an indictment in June [B•T, July 2, 1956], charging 10 station members of the Philadelphia Radio & Television Broadcasters Assn. and eight of their officers with illegally fixing radio time charges, violating the Sherman Act.

Sales managers of nine of the 10 association member stations had wired Dancer-Fitzgerald-Sample, Chicago, that they would stick to published rate cards and observe a fair-trade code. Convinced of the legality and public interest involved in association actions, the members gave wide publicity to their policies.

That triggered Justice Dept. action and wound up Thursday when Judge Grim, at government suggestion,

• Fined the Philadelphia association $5,000 after it pleaded guilty,

• Fined nine radio stations $1,000 each after they pleaded no defense, and

• Dismissed charges against eight individual executives of the stations.

Earlier the court had dismissed antitrust charges against L. M. C. Smith, d/b Franklin Broadcasting Co., and Raymond S. Green, general manager of Franklin (WFLN [FM]).

In a statement issued after Judge Grim pronounced sentence, the defendant stations said the indictments involved charges that the Philadelphia association and its members had an agreement in restraint of trade because of the code of ethics. In this code the members subscribed to fair competitive practices and generally disapproved discrimination or secret rate deals with advertisers.

The government, it was explained, conceded there was no agreement that the rates published by a radio station would be uniform or that any station was prevented from independently changing its rates.

It was explained the defendants entered pleas of *nolo contendere* "in order to dispose of the matter without further litigation." The association pleaded guilty to the antitrust violations but the individuals named in the indictment threw themselves on the mercy of the court after a series of conferences last week in Washington.

Stations sentenced to pay $1,000 fines were WHAT, WPEN, WIP, WDAS, WIBG, WJMJ, WCAU, WFIL and KYW. KYW at the time was a Westinghouse-owned Philadelphia station. It later became an NBC station (WRCV) in a Westinghouse-NBC exchange of Cleveland and Philadelphia properties. The KYW call went with Westinghouse to Cleveland.

The charges against Messrs. Smith and Green as well as WFLN had been dropped. Charges were dismissed Thursday against these individuals: William A. Banks, WHAT;

THESE GOT OFF—BUT THEIR STATIONS DIDN'T

CASKEY KLEIN TETER GIMBEL STANTON BANKS MAHONEY THORNBURGH

THESE EIGHT, operating executives of Philadelphia radio stations when the Dept of Justice brought criminal antitrust charges a year ago, were cleared Thursday when U. S. District Court dropped the cases. The court, however, fined nine stations $1,000 each and the Philadelphia Radio & Television Broadcasters Assn. $5,000 for joint action involving rate charges.

William B. Caskey, WPEN; Benedict Gimbel, WIP; Robert A. Klein, WDAS; John Mahoney, WIBG; Patrick J. Stanton, WJMJ; Donald W. Thornburgh, WCAU, and Robert Teter, KYW (now with Peters, Griffin, Woodward representative firm). No individual was mentioned in the case of WFIL.

While the charges against the stations were misdemeanors involving no moral turpitude, and while the government conceded there was no agreement to have uniform rates or to prevent a station from operating as it sees fit, the court refused to accept a plea that sentence be suspended.

Westinghouse was especially unhappy in view of its belief in the company's innocence and the desire to go to trial. Having been persuaded, after lengthy argument, to give up its right to trial and plead no defense, WBC apparently hoped it would not be fined. This was especially noticeable after both the government attorney and Judge Grim made special reference to the Westinghouse position.

The Justice Dept. has pending two other antitrust actions involving the industry—one against NBC, which is charged with having coerced WBC into swapping its Philadelphia radio-tv stations for Cleveland properties, the other charging block-booking by several film distributors.

As a result of the Thursday court action, the Justice Dept. has dropped its civil suits against the stations and their association.

Judge Grim, who had strongly recommended the settlement, said in imposing fines:

"I do think it is appropriate at this time to make the statement that I think no moral turpitude is involved or in fact has been shown in this case. I believe also that what was done by the men in this case was done in what they believe to be the best interests of their employers and the public. I hope that when that point is called to the attention of the government agencies, particularly the FCC, that these agencies will agree with me in my statement that no moral turpitude was involved in the case and also what was done here will not reflect on the defendants in any other case.

"As to some of the defendants, notably the Westinghouse corporation, I doubt seriously if these defendants are guilty. Nevertheless I shall accept the pleas which have been offered and the suggestions of the government as to sentence.

"A spokesman for one of the radio stations involved stated that the sales of radio time by a station to one customer at the published price and to another customer at a price less than the published price would constitute a violation of the law and is the type of thing which the Dept. of Justice and the Federal Trade Commission have endeavored to prevent in the past. He added that in a recent hearing before a Senatorial committee, representatives of the Dept. of Justice, when asked, had indicated that such a discriminatory practice with respect to radio time would probably constitute a violation of the law. He further stated that it was in order to prevent such unfair discrimination that the radio association had adopted its code of fair business practice."

William L. Maher, as chief government counsel, said Thursday in his summary to Judge Grim that the government recognizes the evidence in its possession indicates that "Westinghouse management directives to avoid antitrust involvements antedated the acts alleged in the indictment.

"I believe that it should be made clear," he said, "that this case was brought solely to enforce the Sherman Antitrust Act. It was not brought to impair, prejudice or reflect upon the qualifications of any of the corporate defendants as licensees of the FCC in the field of broadcasting. We have no evidence in this case that the defendants in this case have failed to program and conduct the broadcasting operations of their stations as they individually saw fit to do in the public interest.

"The violation alleged in the indictment is a misdemeanor and as such does not involve moral turpitude."

Mr. Maher told the court that for four years it has been the announced policy of the Dept. of Justice not to agree to *nolo contendere* pleas in antitrust cases except under unusual circumstances.

Addressing Judge Grim on behalf of the defendant broadcasters, Morris Wolf, WPEN counsel, said on behalf of all defendants:

"I doubt if your honor has ever had before him in a criminal case defendants who are as puzzled about what has happened to them as are the nine Philadelphia radio broadcasting stations who just have pleaded *nolo contendere* and are awaiting sentence.

"The main accusations against them are that their sales managers joined in sending a telegram to an advertising agency at Chicago [Dancer-Fitzgerald-Sample] and that the association of which they are members

ADVERTISERS & AGENCIES

1,000 ATTEND AFA CONVENTION

- **They find industry growing, but get warning**
- **Media competition, 'imagery' among topics**

ABOUT 1,000 delegates from advertising clubs throughout the U.S. met at Miami Beach last week for a quick reading of the advertising industry's pulse. At the 53rd annual convention June 9-13 of the advertising Federation of America in Florida, they heard:

• The industry is $500 million bigger than it was a year ago, and ought to be at least 30% more so by 1965—when the annual level of advertising media expenditures will rise to $13.5 billion, or more (see separate story).

• An agency executive—D'Arcy Board Chairman Robert M. Ganger—has concern over advertising expenditure claims getting out of hand. He warned that constant padding of figures, in campaigns and in talent contracts, if continued could boomerang and hurt the advertising business (see separate story).

• Another agency head, John P. Cunningham, president and board chairman of Cunningham & Walsh, assure magazine advertisers that magazines ought to be able to live alongside other media, particularly competitor tv.

• The topic of an advertising "image" receiving more and more attention among advertising practitioners.

• A wealth of other topics and speeches, covering motivation research, public relations, copy techniques and research, problems of the medium-sized business in marketing and advertising, direct mail and retail advertising.

Highlights:

Mr. Cunningham, discussing "Magazines . . . Up to Now . . . and From Now On," rejected the view that television will have a harmful effect on magazines, and, on the contrary, felt that the media "will live happily side by side." He foresees mutual promotional endeavors by one medium on behalf of the other, with magazines-on-the-air and tv awards sponsored by magazines flourishing.

Mr. Cunningham acknowledged that television soon will be a "most important color medium." But he quoted from a recent Magazine Advertising Bureau pronouncement, which said, "tv's color won't be any more of a substitute for magazine color than a sky-rocket is for a painting," then added:

"I am sure advertisers will want both the skyrockets and the paintings of their products."

Motivation research was discussed by Dr. Ernest Dichter, president of the Institute for Motivational Research Inc., and Herta Herzog, director of research at McCann-Erickson Inc., New York.

Dr. Dichter presented a set of motivational factors—psychological for the most part—that help persuade the consumer to buy a particular product. These, he indicated, help the advertiser in determining who buys and who doesn't; who can be sold and who cannot; why they buy or don't buy; how customers can be reached effectively and economically, and what the trends are now and in the future.

Miss Herzog explained how motivation research can be applied in understanding the consumer.

The "image" theme was carried through by William D. Tyler, a vice president at Leo Burnett Inc., Chicago; who warned that impulse buying has been replaced by fast, on-the-fly purchasing of "a lot of things very fast." The buyer knows a little about many products and brands rather than a lot about a few. Thus, advertisers must try to get one important thought about the product into the buyer "as he races by." This brings the emotional feeling about a product—an important factor in advertising today.

Since even "alert people" find it difficult

published a code of practices. In this telegram these sales managers (WCAU not joining) told the advertising agency that they adhere strictly to the rates published by them and referred to their respective sales representatives to explain the merits of each of their fiercely competing stations. The code of practices which is complained of contains six provisions. The one attacked is as follows: 'Members subscribe to fair competitive practices and in furtherance thereof generally deprecate and disprove of discrimination, deviation from published rates, secret rebates and special arrangements with advertisers.'

"These two acts, the defendants who participated in them thought, entitled them to applause from the public and appreciation from advertisers. It seems to them to assure the same kind of fair treatment that apparently is required by many acts of the Federal Government, by the Robinson-Patman Act, by the Federal Trade Commission Act and by the Federal Communications Act and which committees of Congress have emphatically endorsed.

"They were proud of what they had done and gave it the widest publicity they could. To their amazement they found that these acts which they thought merited commendation brought them the humiliation and disgrace of being indicted by the government for violation of the laws of the United States. By the advice of their counsel, who were influenced in giving that advice by the recommendations which your experience led you to make, they have pleaded, still not understanding why, no defense.

"The question is—how shall they be punished? The government's awesome power of indictment coupled with vulnerability of licenses of the FCC, brings them to this humiliating position. The government has recommended fines which I am sure to it [the court], accustomed to dealing with criminal prosecutions, seem very merciful. To us it seems otherwise.

"If these defendants have been guilty of a crime, it is a miniature crime and deserves miniature punishment. We believe that it would be entirely proper to suspend sentence and impose no fine."

Joseph W. Henderson, Westinghouse attorney, said he felt the company was in the alleged conspiracy less than a year. He asked that no fine be imposed. Westinghouse has felt at all times, he said, that it was innocent of the charges and had a complete defense. He added, "With extreme reluctance I am authorized to offer a similar plea in an effort to dispose of this case rather than consume the time of the court in a lengthy jury trial."

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to keep up with the increasing brand parade today, Mr. Tyler suggested: "Create an image that dins into the mind a simple, memorable, repetitive visual symbol" of the brand name often enough to become part of daily living. But don't overshout the wares, he warned.

A top executive in the advertising field, Ben R. Donaldson, director of institutional advertising for Ford Motor Co. and AFA's board chairman, in a welcoming speech to conventioners, stressed that advertising cannot stand still but is constantly in need of fresh ideas. Uniformity and conformity in advertising, he warned, generally are "deadly and destructive elements."

Ward B. Stevenson, president of General Public Relations Inc., division of Benton & Bowles, spoke of the close relationship of public relations with advertising. People engaged in either endeavor respect public opinion, according to Mr. Stevenson, whose talk was read by Harry Carlson, vice president of Benton & Bowles. The difference in press agentry and public relations is that the former manipulates while the latter provides "a service to" public opinion, he said.

Robert B. Clarke Jr., manager of advertising and sales promotion, Strathmore Paper Co., West Springfield, Mass., spoke on a panel considering "Marketing and Advertising Problems of Small- and Medium-Sized Businesses — and Tips on How to Solve Them." He said smaller companies can compete favorably with larger firms if they stress service to their clients, price their products reasonably and distribute them to the area that requires them. Mr. Clarke suggested that in selecting an advertising agency, the smaller company should consider geographical convenience, compatibility of ideas and agreement on marketing objectives.

As part of the same panel, Frank McCabe, president of Frank McCabe & Assoc., Providence, R. I., suggested ways for the smaller advertisers to meet the competition of the larger-budgeted advertiser. They included ingenuity, an intimate knowledge of sources of supply, full use of advertising materials, and re-evaluation of media.

GANGER RAPS CLAIMS OF BIG AD BUDGETS

IN a knuckle-rapping talk at the Advertising Federation of America convention, Robert M. Ganger, chairman of the board, D'Arcy Adv. Co., New York——

- Called for an end to exaggerated claims by companies of how much money they spend for advertising.
- Warned advertisers that these claims, as well as talk about contracts with tv stars in figures padded by the millions of dollars, do not set well with inquisitive stockholders.
- Asserted, "It's high time in our sales meetings that we start dramatizing how good a program is — rather than how much it costs."

MR. GANGER

- Emphasized that advertising executives "must increasingly share with client management the full responsibility" for major investments in advertising and take it as "our personal responsibility to get more dollars of sales out of pennies invested in advertising."

Mr. Ganger described beefed-up claims as "being in the sphere of advertising's public relations" and "I think it's about time someone brought it out into the open."

He asserted, "We should all stop blowing the trumpets about how much we are spending in advertising." Not only is this "downright bragging" but in "poor taste" and much of it is "gross exaggeration—and we all know it."

"How many times," he asked, "have you read about a company spending a couple of million dollars a year when you happen to know personally it isn't half that? Or if it is, it includes everything in the kitchen sink—charged to the advertising department because there's no other place to put it?

"Or how many times have you read about a five or ten million dollar contract for a hot television star—when we all know there is a slight little thing called '13-week cancellation clause' that always seems to be overlooked?"

Emphasizing that in these claims neither those making them nor competitors are fooled, Mr. Ganger noted the chief victims are the public—"and in many cases it isn't only the consumers of our products but the owners of our companies."

Mr. Ganger said he thought the press "would prefer . . . the truth instead of exaggeration." By guarding "zealously against excesses in publicizing a company's advertising plans—its talent costs, its campaign costs—we would be going a long way in reversing the present trend that, in time, may be unhealthy for our business and all business."

Warned Mr. Ganger: ". . . At more and more annual stockholders' meetings—particularly those involving daily purchase items with high advertising investment—this question of 'just how much money is our company spending in advertising?' is coming from the floor. And I think we are partly responsible."

Stockholders, Mr. Ganger explained, have a primary interest in bigger dividends; most of them approve the use of advertising for their companies, but don't understand or care much about improving the corporate image or product image ("although it's evidently worked on them or they wouldn't have bought stock in the first place"). They never heard of long-range investment spending or pay-out plans for new products and to gain a specific share of market objectives —and "there's no reason they should—unless they are in this business."

But, he reflected: "I can't help but ask myself how I would feel, if I didn't know something about this business, when the company in which I placed some of my precious savings reported its biggest sales volume in history—yet made about the same

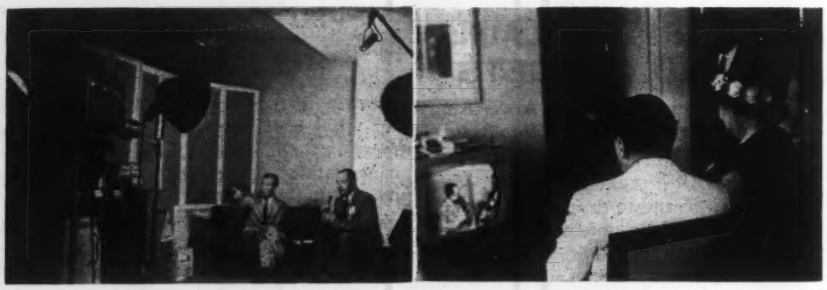
or less money. Then about the same time I might have read that my company just announced it was sponsoring its biggest advertising program ever, involving 'X' millions of dollars or that they had just signed a great new show featuring a star whom I'd heard was making a million dollars a year."

Mr. Ganger advised that advertising agencies and managers ought to make it plain to companies—particularly those entering new products into a competitive field—not only what advertising can do but what it cannot do. "We must make certain to these people what can and what cannot be determined through scientific product testing, package testing, consumer and market testing."

Every year from "now on" competition for reader and viewer interest will increase in intensity, making the problem of getting more for the advertising dollar greater and more challenging, he said.

He said he thought that "the day must soon disappear when mere outspending of competition will do the trick." Mr. Ganger saw the solution in what he called "a general two-fold course of action": (1) Creation of a unique product image, and (2) merchandise the image continuously through to the final sale.

Mr. Ganger's suggested pattern for successful advertising in an accelerating competitive market: Consistency of the image in all facets of an advertising plan; originality and reworking of the image to keep ahead of imitators; devote less time to talking about how much is spent in advertising and more in thinking about how to yield a greater return; reduce failures by giving thorough and judicious advice on the introduction of new products and launching of new enterprises, and improve the working tools, research in particular.



AFA convention-goers gather informally in their Fontainebleau Hotel rooms to watch closed circuit tv (right), as Chuck Zink, WTVJ newscaster (seated closer to camera at left) interviews Paul R. Greenaway, president of the Miami Ad Club and convention chairman, in the hotel mezzanine which was used as the studio for the programs.

AN AFA CONVENTION HIT: THE 'TV EYE'

A SUCCESSFUL sidelight to the Advertising Federation of America June 9-13 convention in Miami was the origination by WTVJ (TV) there of a complete closed circuit television station within the Fontainebleau Hotel, convention headquarters.

WTVJ set up the closed circuit on the vacant south Florida ch. 5 band within the hotel, dubbing the four-day series "AFA Tv Eye." The series was conceived by Burt Toppan, WTVJ promotion manager; Joe Kline, WTVJ director of engineering operations; and Harold Gardner, publicity director of the Fontainebleau Hotel.

The "Tv Eye" was launched at 6 p.m. the first day of the convention by Chuck Zink, WTVJ newscaster. After a roundup of convention news and a graphic explanation of the closed circuit, Mr. Zink turned the show over to Jack R. Caesar, first vice president of the Miami Ad Club, who emceed the four-day, eight-program series.

Mr. Caesar, account executive for Webster Outdoor Advertising Co., disseminated convention information, changes in plans and "teasers" on upcoming sessions during the early morning telecast. Afternoon and evening sessions dealt greatly with tourist information and interviews into various aspects of advertising. A total of 2,000 feet of film was taken at meetings, luncheons and parties and was shown on each telecast. All film was candid, and proved to be one of the greatest assets of "AFA Tv Eye."

WTVJ operated with one vidicon camera from an improvised studio on the mezzanine of the hotel. Film was telecast by use of a shadow-box and standard projector. Station engineers ran their cables up the elevator shaft to the roof, and tied directly into the Fontainebleau's master antenna. The "Tv Eye" technically was a three-man operation, run by producer-director Ray Gaber and engineers Wayman Hutchison and Ken Littrell.

Each program ran from a half-hour to a full hour. To promote the series, WTVJ sponsored a drawing for a case of liquor on the first program. Delegates received an informational sheet and an entry blank upon registration. In addition, a program schedule "tent" was placed on each of the hotel's 560 television sets, and signs were posted in the lobby and cabana areas.

1965 AD SPENDING: $13.5 BILLION SEEN

BUSINESS will invest more in advertising than ever before. By 1965, the expanding U. S. economy should funnel at least another $3 billion per year into advertising media expenditures for an annual total of $13.5 billion.

The total ad budget in the U. S. this year should reach approximately $10.5 billion to compare with nearly $10 billion of advertising investment last year.

The assessment of an ever-increasing business allocation to advertising was advanced by Commerce Under Secretary Walter Williams, who was the speaker featured at the Monday luncheon session of the Advertising Federation of America convention.

Mr. Williams based his figures on estimates made by the joint economic committee which had placed the gross national product this year at $435 billion. He intimated, however, that perhaps his 1965 projection was too conservative, noting that much of the future depended on the "efforts, ingenuity, the resourcefulness and the courage" with which people in the advertising field can meet its challenges.

The need for advertising and the role of advertising in stimulating sales will increase, he said, because of four factors:

1. A further expansion of the market in outlets or dollars.
2. A wider diversification of product lines or brands, whether complementary or competitive.
3. The continuing addition of new consumer services related to sales.
4. The growing intensity of competition.

Among the "many by-product values of advertising" recounted by Mr. Williams is the support of advertising revenues "to the trade, technical and industrial press of America, to our newspapers and to the radio and television industry." These, he said, "represent a substantial contribution to their operation."

"As a result American industry benefits from a wide spread dissemination of information on current developments in science, engineering, manufacturing, improved methods of goods handling and sales and similar aspects of production and distribution.

"In the same manner, the American public enjoys a wide variety of news reporting, entertainment and other services at prices which could not exist without the contribution of advertising revenue."

Proud Elected AFA President; Winslow, Fox Get Positions

C. JAMES PROUD was elected president and general manager of the Advertising Federation of America during its convention in Miami Beach last week (see separate story) and will assume the post on July 12. Mr. Proud, who joined AFA in 1947 as a field representative, has been serving recently as assistant to Elon G. Borton whom he succeeds in his new position.

Other new officers elected are Ralph Winslow, vice president and manager of the

marketing department, Koppers Co., Pittsburgh, treasurer, and Loretto J. Fox, public relations manager, Falk Corp., Milwaukee, secretary. Ralph Feemster, chairman of the executive committee of the *Wall Street Journal*, was elected board chairman of the federation, and James Fish, vice president and director of advertising, General Mills Inc., Minneapolis, vice chairman.

MR. PROUD

Ken E. Johnson, vice president, Kansas State Bank, Wichita, was elected chairman of AFA's Council on Advertising Clubs, with George W. Head, manager, advertising-sales promotion, National Cash Register Co., Dayton, Ohio, and Professor Royal H. Ray, chairman, department of advertising, Florida State U., Tallahassee, elected vice chairmen. Genevieve (Hap) Hazzard, account executive, Campbell-Ewald Co., Detroit, was re-elected chairman of AFA's Council on Women's Advertising Clubs.

Florida Citrus Group Hires Hooks as New Manager

THE Florida Citrus Commission took the first step toward a major reorganization this week when it hired Homer Hooks, 36-year-old citrus executive, as general manager, effective Aug. 1. He will receive $25,000 a year, the highest-salaried state job in Florida, and $2,500 more than the governor draws.

Under the setup approved by the state cabinet in Tallahassee Tuesday, another new job paying $17,500 was set up for an advertising-merchandising director. Under this position will be separate advertising and merchandising jobs, each paying $15,750. Only one of these three positions is currently occupied. Frank D. Arn, merchandising director, is the acting advertising-merchandising director. He took on double duties recently when Paul S. Patterson, ad manager, resigned under pressure because of a policy battle with Benton & Bowles Inc., the commission's advertising agency.

Robert C. Evans, long-time general manager of the commission, will remain as administrative director, at his current salary of $15,000.

Commission members told the State Cabinet that the citrus industry is having its lowest orange prices in years at this time and that a big crop and more problems are apparently coming up next year, making it imperative that the organization be geared up to increase demand for fruits and juices.

Commission funds, totaling about $7 million per year, are raised through a per box tax on oranges, grapefruit and tangerines. The advertising and promotional program is administered by the 12-man commission, whose members are appointed by the governor.

NARTB EYES CIRCULATION AUDITS

- **Radio and Tv Boards to act at meetings this week**
- **Studies provide data on radio-tv audiences**

TWO major services for advertisers and agencies—national television and radio circulation audits—face action this week as the NARTB Tv and Radio Boards meet in Washington.

Separate projects to provide much more information on the coverage available to buyers of time will be considered. The boards will decide the fate of services that would give current information on the number of sets, where they are located, how they are used, and, in the case of tv, what stations are tuned on an average day in every county in the nation.

Meeting Wednesday, the Tv Board will have a report from a research committee headed by Hugh M. Beville Jr. [B•T, June 10]. This action has the approval of the full NARTB Research Committee, of which Campbell Arnoux, WTAR-TV Norfolk, Va., is chairman.

A radio circulation project will be considered Thursday by the Radio Board, based on a report from a research committee headed by E. K. Hartenbower, KCMO Kansas City.

As it stands now, the radio project is still in the preliminary stages. The Radio Board last February authorized spending of $10,000 to make a study of various radio measurement methods and to collect data showing the dimensions of radio. A research specialist would be hired to do the analysis of methods. A goal in the project is the development of measurement standards on an all-industry basis.

Set ownership figures are sought in the radio survey, along with information on location of sets in and out of the home. Special attention would be given auto set circulation and the use made of battery portables.

The idea of reviving some type of radio measurement service developed at the June 1956 meeting of the Radio Board when the radio research committee proposed a county-by-county audit circulation study as a continuing project. This was to cover both home and out-of-home listening. However, the Radio Board's February decision specified the evaluation of measurement procedures, adding the suggestion that the 1958 U. S. Census of Business include questions covering receivers in public places. In addition the radio directors asked the NARTB staff to work with the Census Bureau in an effort to obtain from the 1960 decennial census complete figures on radio homes and numbers and types of sets.

One of the nation's major media circulation enterprises is envisioned in the tv proposal. In essence, this would be a continuing service showing tv sets by counties and by types (uhf, vhf and color); what stations get into each county in the nation during an average day and week, and what stations are received.

If the Tv Board approves the plan drawn up by the research committee, the whole project will be assigned to discussion at the eight NARTB regional meetings starting Sept. 16 in Schenectady, N. Y. Since the regional meetings will be open this year to both member and non-member stations, the series would supply a cross-section of industry sentiment. Should reaction be favorable, then the board would be prepared to make a final decision at its next meeting, to be held in mid-winter.

Next steps would be to start a pilot study

MILES away from the scene of 10th birthday festivities of WWJ-TV Detroit, groups of well-wishers in Chicago and New York joined the celebration at closed-circuit television luncheon shows staged by WWJ-TV during its anniversary week of June 3. At the New York party were (l to r) Bud Holbrook, media director, Young & Rubicam Inc., Detroit; Edwin K. Wheeler, general manager of WWJ-TV; H. Preston Peters, president of Peters, Griffin, Woodward, national representative of the *Detroit News* station, and William E. Mathews, executive assistant to the vice president in charge of media, Young & Rubicam. Advertising executives in the three cities went on closed-circuit tours of WWJ-TV studios, seeing capsule versions of shows.

and work out plans to form an all-industry corporation outside NARTB. This would probably follow the corporate lines of the old Broadcast Measurement Bureau, with stock sold to stations and networks.

Such a corporation would tell buyers of tv time the main facts they need to know about county-by-county television coverage. In some of the informal discussions it has been suggested the operation might run into a million-dollar annual budget. Justifying this high cost, it is stated, will be the fact that those who buy advertising want to know the circulation of each tv station and want to know how many sets are tuned to it along with their location by counties.

The idea would bring uniformity into the present unsettled tv circulation picture, it is added, making the medium a more attractive buy for advertisers and agencies.

First steps to provide tv with a circulation audit were taken in December 1952 when the tv board met at Cat Cay, in the Bahamas. At that time Robert D. Swezey, WDSU-TV New Orleans, chairman of the Tv Board, said a standardized circulation audit was needed to show the value of the medium and to help telecasters evaluate their own business enterprises. Mr. Arnoux made the motion that led to board approval.

In the intervening years NARTB has worked slowly and carefully in an effort to avoid mistakes made by radio's BMB and to evolve a suitable measurement standard. Many conferences and field experiments have been conducted. The Politz firm was retained to do field research in interview techniques. Three types of questionnaires for aided-recall telephone interviews were tested. The results were measured against actual set operation charts provided by 117 specially developed meters.

In view of the fact that the tv measurement idea is 4½ years old, backers of the plan feel the industry should have a chance to state at the regional meetings whether there still is need for a national circulation audit and whether they want it.

Agencies, Companies Get Queries In Second Phase of ANA Study

SECOND phase of a national survey of the contributions advertising agencies make in American life was launched last week in behalf of the Assn. of National Advertisers. Questionnaires were sent to company presidents and to the chief executives of advertising agencies by Albert W. Frey, professor of marketing at Amos Tuck School of Business Administration at Dartmouth College [B•T, June 3]. The company presidents' questionnaire contains 14 questions, the agency form being somewhat longer.

Questionnaires to advertising managers were mailed two weeks ago and the rate of return of completed forms has been "very satisfactory thus far," according to Prof. Frey. A fourth questionnaire for advertising-media men is being tested through large, medium and small agencies, a process followed with the first three. The survey is being conducted by Prof. Frey and Prof. Kenneth Davis, also of the Tuck School, for ANA.

Summer Beverage Spots Geared for Housewife

THE big push to influence the American housewife is on in both the tea and coffee industries, with tea leading so far in the purchase of radio time.

The Tea Council of the USA Inc. is spending an estimated $300,000 in a radio spot saturation campaign for its iced tea pitch, for the fourth successive year. The council's main strategy is to use the 3:30-6:30 p.m. period in about 29 markets.

The schedule started in 18 southern markets May 20 and will run until Aug. 18, with 65 spots per week in each market. The transcriptions started June 3 in 11 Northern markets and will run through Aug. 11, with 116 spots per week in each market. At least three or four stations are being used in all 29 markets. In addition to appealing to women in its campaign, the Tea Council is counting on a drive toward males which comprise 25% of its total audience at that time. Leo Burnett Co., Chicago, is agency for the Tea Council.

The Pan American Coffee Bureau will spend a little over $100,000 for a two-network spot radio campaign aimed at housewives who take daily morning and afternoon coffee-breaks, Edward Van Horn, advertising director of the Coffee Bureau, an-

LATEST RATINGS

ARB

Tv Report for May

Program	Network	Ratings
1. *Perry Como*	NBC	43.3
2. *I Love Lucy*	CBS	40.7
3. *This Is Your Life*	NBC	34.4
4. *$64,000 Question*	CBS	34.0
5. *Playhouse 90*	CBS	33.4
6. *You Bet Your Life*	NBC	32.8
7. *Red Skelton*	CBS	32.1
8. *December Bride*	CBS	31.6
9. *I've Got A Secret*	CBS	31.5
10. *Mr. Broadway*	NBC	31.4

Program	Network	Viewers
1. *Perry Como*	NBC	43,220,000
2. *I Love Lucy*	CBS	41,960,000
3. *Ed Sullivan*	CBS	31,390,000
4. *Steve Allen*	NBC	31,380,000
5. *December Bride*	CBS	31,090,000
6. *Gunsmoke*	CBS	30,530,000
7. *Playhouse 90*	CBS	29,550,000
8. *$64,000 Question*	CBS	29,500,000
9. *Lawrence Welk*	ABC	28,810,000
10. *Mr. Broadway*	NBC	28,800,000

Copyright American Research Bureau, Inc.

NIELSEN

Two Weeks Ending May 11, 1957

TOTAL AUDIENCE (†)

Number of Homes (000)

Rank	Rating
1. *I Love Lucy*	16,402
2. *December Bride*	14,669
3. *Ed Sullivan Show*	14,589
4. *Mr. Broadway*	14,508
5. *Perry Como Show*	14,347
6. *Gunsmoke*	14,145
7. *Ford Show*	13,501
8. *$64,000 Question*	13,218
9. *Playhouse 90*	13,057
10. *Chevy Show-Bob Hope*	12,735

Percent of Homes*

Rank	Rating
1. *I Love Lucy*	41.8
2. *December Bride*	37.6
3. *Ed Sullivan Show*	37.2
4. *Mr. Broadway*	37.1
5. *Perry Como Show*	36.7
6. *Gunsmoke*	36.5
7. *Playhouse 90*	34.1
8. *Ford Show*	34.0
9. *$64,000 Question*	33.6
10. *Chevy Show-Bob Hope*	32.7

AVERAGE AUDIENCE (‡)

Number of Homes (000)

Rank	Rating
1. *I Love Lucy*	15,072
2. *December Bride*	13,702
3. *Gunsmoke*	13,541
4. *Ford Show*	12,211
5. *$64,000 Question*	12,130
6. *Perry Como Show*	11,526
7. *Red Skelton Show*	10,962
8. *Ed Sullivan Show*	10,962
9. *I've Got A Secret*	10,921
10. *The Lineup*	10,800

Percent of Homes*

Rank	Rating
1. *I Love Lucy*	38.4
2. *December Bride*	35.1
3. *Gunsmoke*	34.9
4. *Ford Show*	30.8
5. *$64,000 Question*	30.8
6. *Perry Como Show*	29.5
7. *Red Skelton Show*	29.5
8. *Ed Sullivan Show*	27.9
9. *I've Got A Secret*	27.9
10. *The Lineup*	27.7

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.
* Percented ratings are based on TV homes within reach of station facilities used by each program.

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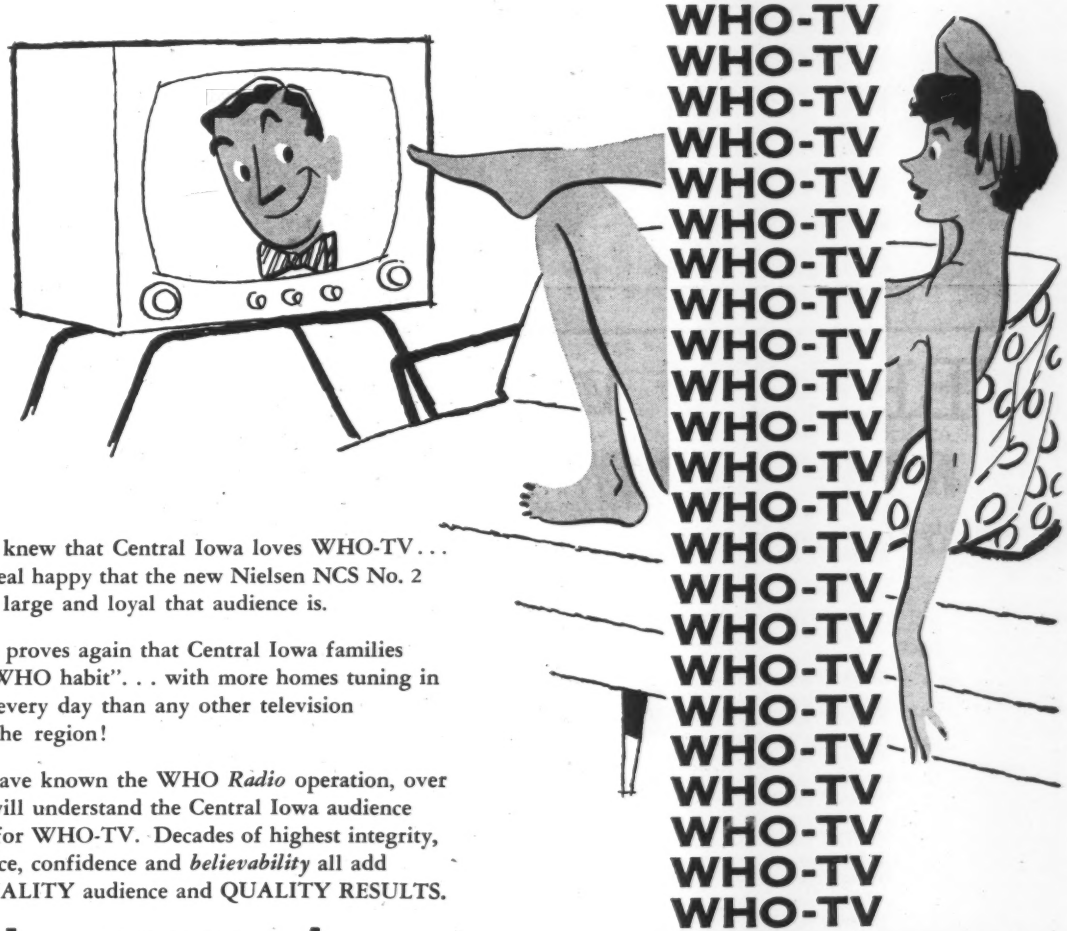
Perry Como Show (NBC-137): participating sponsors and agencies. Sat. 8-9 p.m.
December Bride (CBS-185): General Foods (Benton & Bowles) Mon. 9:30-10 p.m.
Ford Show (NBC-172): Ford (J. Walter Thompson Co.) Thurs. 9:30-10 p.m.
Gunsmoke (CBS-162): Liggett & Myers (Dancer-Fitzgerald-Sample) Remington Rand (Y&R) ALTERNATES Sat. 10-10:30 p.m.
Bob Hope-Chevy Show (NBC-144): Chevrolet (Campbell-Ewald) Sun. 9-10 p.m. *once a month.
I Love Lucy (CBS-162): General Foods Corp. (Young & Rubicam) Procter & Gamble (Grey) Monday 9-9:30 p.m.
I've Got A Secret (CBS-190): R. J. Reynolds (Wm. Esty Co.) Wed. 9:30-10 p.m.
The Lineup (CBS-153): Brown and Williamson Tobacco Corp. (Bates) Procter & Gamble (Young & Rubicam) ALTERNATES Friday 10-10:30 p.m.
This Is Your Life (NBC-142): Procter & Gamble (Benton & Bowles) Wed. 10-10:30 p.m.
Mr. Broadway (NBC-150): Swift & Co. (McCann-Erickson, Chicago) Sat. May 11, 9-10:30 p.m.
Playhouse 90 (CBS-134): American Gas Assn. (Lennen & Newell) Bristol Myers (BBDO) Philip Morris Co. for Marlboro (Leo Burnett). Thursday 9:30-11 p.m.
$64,000 Question (CBS-178): Revlon (BBDO) Tues. 10-10:30 p.m.
Red Skelton Show (CBS-109): Pet Milk (Gardner Adv.) S. C. Johnson & Son (Foote, Cone & Belding) ALTERNATES Tuesday 9:30-10 p.m.
Ed Sullivan (CBS-174): Lincoln-Mercury (Kenyon & Eckhardt) Sun. 8-9 p.m.
You Bet Your Life (NBC-177): De Soto (BBDO) and Toni (North) ALTERNATES Thurs. 8-8:30 p.m.

LOVIN' and LOYAL

NCS No. 2 CIRCULATION

	DAYTIME HOMES		NIGHTTIME HOMES	
	WEEKLY	DAILY	WEEKLY	DAILY
WHO-TV	181,490	121,620	211,500	166,460
Station B	175,650	123,430	204,280	163,920
Station C	176,340	104,930	218,690	148,320



We always knew that Central Iowa loves WHO-TV . . . and we're real happy that the new Nielsen NCS No. 2 shows how large and loyal that audience is.

NCS No. 2 proves again that Central Iowa families have the "WHO habit". . . with more homes tuning in WHO-TV every day than any other television station in the region!

You who have known the WHO *Radio* operation, over the years, will understand the Central Iowa audience preference for WHO-TV. Decades of highest integrity, public service, confidence and *believability* all add up to a QUALITY audience and QUALITY RESULTS.

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport

WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.
National Representatives

NBC Affiliate

WBRE-TV *Means*

NEW COMMUNICATION

to the people of 19 Counties in N.E. Pennsylvania

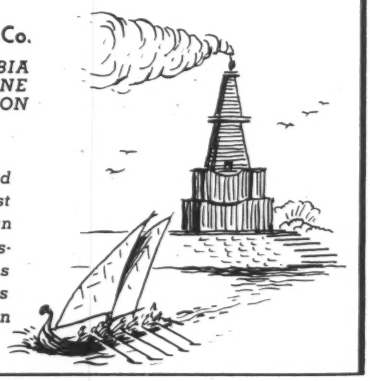
A bride is more than orange blossoms, church music and honeymoon . . . She represents a lot of new beginnings, new clothes, new home, new furniture, new friends, new neighbors. She and thousands like her represent a whole new market every day to the advertisers on WBRE-TV. With a set count of 330,000 reaching a population of 2,000,000 you can sell a lot of merchandise to and for brides in North Eastern Pennsylvania on WBRE-TV.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA SCHULYKILL NORTHUMBERLAND MONROE PIKE WAYNE WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION LEHIGH SNYDER MONTOUR CARBON CLINTON

WBRE
TV Channel 28
WILKES-BARRE, PA.

A new form of communication was conceived by the Pharos. They built the world's first lighthouse which dominated the eastern Mediterranean. It's fiery beacon sent messages to navigators at sea, and to the citizens of the ancient metropolis of Alexandria. This beacon was accounted one of the Seven Wonders of the World.



nounced last week. The campaign is slated to run eight weeks over 145 NBC stations and 79 CBS stations, starting in July. Staggered announcements, to be concentrated on a shared sponsorship basis on daytime serials, will consist of one-minute and 30-second spots, each a recorded jingle in combination with a live commercial. The bureau also is releasing transcriptions for brand tie-in advertising. The agency is Robert Orr & Assoc., New York.

Gamble Sees National Economy Of $1 Trillion in 25 Years

AN ever-growing "economy of abundance" in this country with an annual production of goods and services surpassing one trillion dollars in the next 25 years was envisioned last week by Frederic R. Gamble, president of American Assn. of Advertising Agencies, in his commencement address at Knox College. Mr. Gamble received the honorary degree of Doctor of Laws.

"Our production capacity is a great material accomplishment," Mr. Gamble said, "but production ends in the factory warehouse, when distribution takes over. Production depends on distribution. Without customers, production would soon have to stop" he continued.

"The great economic problem today is distribution — finding customers for and education for more people to enjoy the goods and services we are able to produce; aiding the manufacturing side through our marketing activities, to produce the types of goods that people will want and use."

Mr. Gamble noted that in the United States the economy "has advanced with the advance of salesmanship."

Kellogg Closes $7 Million Deal For 6 ABC-TV Children's Shows

KELLOGG Co., Battle Creek, Mich., through Leo Burnett Co., Chicago, has closed its $7 million transaction for time and programming on ABC-TV [B•T, June 3], the network revealed last week. The purchase involves five 30-minute children's tv programs, all in the daytime (5-5:30 p.m.) and an alternate buy of *Circus Boy* (Thurs., 7:30-8 p.m.), which moves from NBC-TV to ABC-TV Sept. 19.

Included in Kellogg's sponsorship, effective Sept. 30, are *Woody Woodpecker* on Thursdays every week, the other four in the daytime strip on alternate weeks *(Superman* on Mondays, *Wild Bill Hickok* Tuesdays, *Sir Lancelot* Wednsedays and *Buccaneer* Fridays). Mars Inc. is alternate sponsor of *Circus Boy*.

James W. Beach, ABC-TV's central division vice president, described the purchase as the network's largest combination multiple daytime-nighttime program sale, and noted that Kellogg wanted to spread its broadcasting expenditures over a greater range of shows. The advertiser had been sponsoring *Superman* and *Wild Bill Hickok* on a spot basis.

C&W Drops Divisional Names

ALL DIVISIONAL offices of Cunningham & Walsh Inc. have discontinued the use of individual names and assume identity with C&W. Affected are Brisacher Wheeler Div., San Francisco, and Mayers Div., Los Angeles, which had merged with C&W at the start of this year.

John P. Cunningham, president of C&W, said the decision to drop divisional names was made at a meeting of the agency's National Management Committee in San Francisco at the request of the heads of the divisions (Franklin C. Wheeler and Henry Mayers). Initially, company names of the absorbed agencies were retained for "goodwill purposes." C&W also has offices in New York, Chicago (where it has merged with Beaumont & Holman), Hollywood and Houston (mostly for servicing C&W's Texaco account).

'Mobilux' Hand Animation Planned for Tv Commercials

MOBILUX, a new technique of filming tv commercials via hand-manipulated animation will be seen in a series of announcements for the following advertisers and agencies: Kellogg's Special K High Protein cereal (Leo Burnett Co., Chicago); Lever Bros.' Lux liquid detergent (J. Walter Thompson Co.); Olympia beer (Botsford, Constantine & Gardner, Portland, Ore.), and Wilson & Co.'s ham (Needham, Louis & Brorby, Chicago).

The company using this new technique —first seen last summer on the NBC-TV Ernie Kovacs programs—is Robert Davis Assoc., New York. The Davis organization is an independent film production group that has been licensed by the inventor, John Hoppe, to adapt his system to commercials. The spots are to be completed in time for showing this September.

OKLAHOMA OIL CO. PREVIEW:

INDIAN MAID COMES TO LIFE

AN animated film character has been given "life" by a petroleum company to give extra zip to its spring and summer campaigns on television.

Oklahoma Oil Co., heavy Chicago tv advertiser, took its Oklahoma Ethyl Indian maiden off the drawing boards after three years and gave her flesh and blood in the person of local model Joanne Boyle.

"To my knowledge this is the first time an attractive young lady has been used 'live' in conjunction with local oil company promotions," Robert G. Oakley, vice president of Maryland Adv. Agency, said.

Maryland handles an estimated $1.3 million in advertising for Oklahoma, which was purchased by Standard Oil Co. (of New Jersey), last year. The petroleum firm co-sponsors all Chicago White Sox and Cubs home daytime telecasts on WGN-TV, plus part of all Cubs baseball broadcasts on WIND. It also sponsors feature film presentations and radio newscasts. Of the $1.3 million, Oklahoma spends about $800,000 in tv and $400,000 in radio which includes expenditures for Perfect Power products, also purchased by Standard Oil Co.).

Oklahoma Ethyl initially was utilized

. . . Like Pinocchio, she lives

as a film cartoon character in the company's commercials and program openings and later displayed on its outdoor billboards. Now brought to life, she will be used on the tv shows and in personal appearance chores. Tentative plans call for an annual talent contest in which a new Oklahoma Ethyl would be chosen each year.

Bishop Buys Night 'Dean Show'

A NIGHTTIME version of the *Jimmy Dean Show* which starts on CBS-TV this Saturday will be sponsored by Hazel Bishop Inc., it was announced Thursday by William H. Hylan, CBS-TV vice president of sales administration. The June 22 starting date is one week earlier than the date originally announced for the debut of the new 10:30-11 p.m. EDT program, an early-morning feature since April 8 of this year. The agency is Raymond Spector Co., New York. Hazel Bishop has been sponsoring *Beat the Clock* on CBS-TV since last September and will continue with that program but on an alternating basis effective June 28.

North, Gill Join Coast Forces

NORTH ADVERTISING Inc. has augmented its west coast branch facilities through an affiliation with the Clifford Gill Agency of Beverly Hills, Calif., it has been announced by Don Paul Nathanson, North president. The move brings North's western subsidiary, North Advertising of California Inc., and the Gill agency both under the direction of Clifford Gill, Mr. Nathanson said. He emphasized that North and Gill will continue to serve their respective accounts as separate entities, though pooling their talents and facilities.

NEW market study of Western Europe, just completed by J. Walter Thompson Co., is inspected by Ambassador Johan A. Nykopp, of Finland. Watching are Samuel W. Meek (l), JWT vice chairman, and Stanley Resor, chairman.

Thompson Co. Book Summarizes Western Europe Economic Data

THE United States is directly benefiting from a sharp upswing in the living standards of Western Europe, which finally has thrown off its economic stagnation, according to a market study just completed by J. Walter Thompson Co. Titled *The Western Europe Markets,* the 288-page volume (McGraw-Hill Book Co., $18) is a guide book to the world's second richest market.

Summarizing marketing facts for the area, the book compares nations by population, consumption, imports and exports, radio and tv sets, telephones, self-service stores, auto registrations and other factors. Fourteen special maps reflect economic developments. An estimated 200,000 facts are included, based on over 150 sources.

LaRoche, Brooks to Merge

C. J. LaROCHE & Co., with offices in New York and Beverly Hills, Calif., and Brooks Adv., Hollywood, will merge July 1, it was announced by Chester J. LaRoche, board chairman of LaRoche. Al Brooks, founder-owner of his agency, will become a consultant and vice president of C. J. LaRoche, under which name the agency will operate on the West Coast from new Hollywood offices at 269 Selma Ave.

Stuart Ludlum, vice president of the LaRoche agency, will continue to head its West Coast activities. Carroll O'Meara will move from New York as account executive on Bekins Van & Storage Co., major Brooks account, and on Walt Disney Productions and *Disneyland.*

Rumrill to Dedicate New Home

NEW quarters for Charles L. Rumrill & Co., Rochester, N. Y., advertising agency, will be dedicated Thursday at 1895 Mt. Hope Ave. Clients and friends will see the opening of the $300,000 building situated on a bank of the Barge Canal. President Rumrill also has announced a new name for the agency, The Rumrill Co.

NETWORK BUSINESS

General Mills has purchased, for its Betty Crocker products, schedule on nine-station CBS Tv Pacific Network *Panorama Pacific* morning program, starting July 15 and continuing for four weeks. Agency: Dancer-Fitzgerald-Sample.

R. J. Reynolds Tobacco Co. has renewed *Mr. Adams and Eve* for 39-week 1957-58 season on CBS-TV, Fri., 9-9:30 p.m. Agency: William Esty Co., N. Y. Series is produced by Bridget Productions, owned by program's stars, Ida Lupino and Howard Duff.

Ziv Television Programs' maritime series, which had been titled *Harbourmaster,* will begin on CBS-TV on Sept. 26 (Thurs., 8-8:30 p.m. EDT) under a new title, *Scott Island,* with R. J. Reynolds Tobacco Co. as sponsor.

American Tobacco Co., N. Y., and **Toni Co.,** Chicago, will co-sponsor *Your Hit Parade* Saturday 10:30-11 p.m. on NBC-TV starting Sept. 7. New cast for next season will include Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland, singers, and Don Walker, musical director and arranger. BBDO, N. Y. is agency for American and North Adv., N. Y., is agency for Toni.

Howard D. Johnson Co., restaurant chain, makes its debut as tv network advertiser with 13-week participation campaign on NBC-TV's *Today* program. Order calls for 30 participations effective immediately. N. W. Ayer & Son, N. Y., is agency.

Procter & Gamble Co. renewed current Mon.-Fri. participation schedule on NBC-*Matinee Theatre* (3-4 p.m. EDT) and has ordered additional daily participations, both for 52 weeks, starting July 1. Present participations are scheduled during last quarter-hour period. New order will extend sponsorship to first quarter-hour segment daily excepting Thursdays, when participations will be scheduled in second quarter. Orders were placed through Benton & Bowles, N. Y.

SPOT BUSINESS

Richfield Oil Corp. is using television spots on 23 stations in 16 markets and saturation radio announcements on 20 stations in five cities in six-month $1 million campaign to introduce its new premium gasoline, Boron, to six-state Pacific Coast area. Boron will also be plugged on company's *Richfield Reporter* daily newscasts on NBC Pacific Coast Network. Agency: Hixson & Jorgensen, L. A.

Advertising Agencies Inc., Studio City, Calif., is using radio and tv spots in Southern California for Kuba Hi Fidelity radio-record player combinations, manufactured in Germany by Kuba Mfg. Co. and distributed Farhas Co., Los Angeles.

Robert Curley Ltd., hair preparations, purchased largest one-minute participation campaign in history of KRCA (TV) Los Angeles —over 1,300 one-minute spots will be seen for period of 52 weeks on 10 KRCA programs. Agency: William W. Harvey.

Sparkletts Drinking Water Corp. Los Angeles, launched eight-week radio campaign in L. A. metropolitan area, using 86 announcements a week on KFWB, KLAC and KABC Los Angeles and KBIG Avalon. Commercials, placed through McCarty Co., Los Angeles, feature jingle produced by Song Ad Film-Radio Productions, Los Angeles using an echo of name "Sparkletts," vocal obligato repetition of the word "sparkle" and harp accompaniment to back up message that "there's a sparkle in the taste of Sparkletts, Sparkletts spring fresh water."

A&A SHORTS

Doyle Dane Bernbach, N. Y., is distributing collection of suggestions designed to "help manufacturer and retailer move more goods more profitably," under heading of "88 Current Merchandising Concepts—and Their Practical Application."

North Adv. of Calif. Inc., moves to 8701 Wilshire Blvd., Beverly Hills, Calif.

J. W. Raymond Inc., Los Angeles, moves to 1521 Wilshire Blvd., that city. Telephone: Dunkirk 5-0331.

Michael Brand Assoc., Hollywood, moves to 12138 Victory Blvd., N. Hollywood, Calif. Telephone: Popular 2-6211.

ACTIVITY

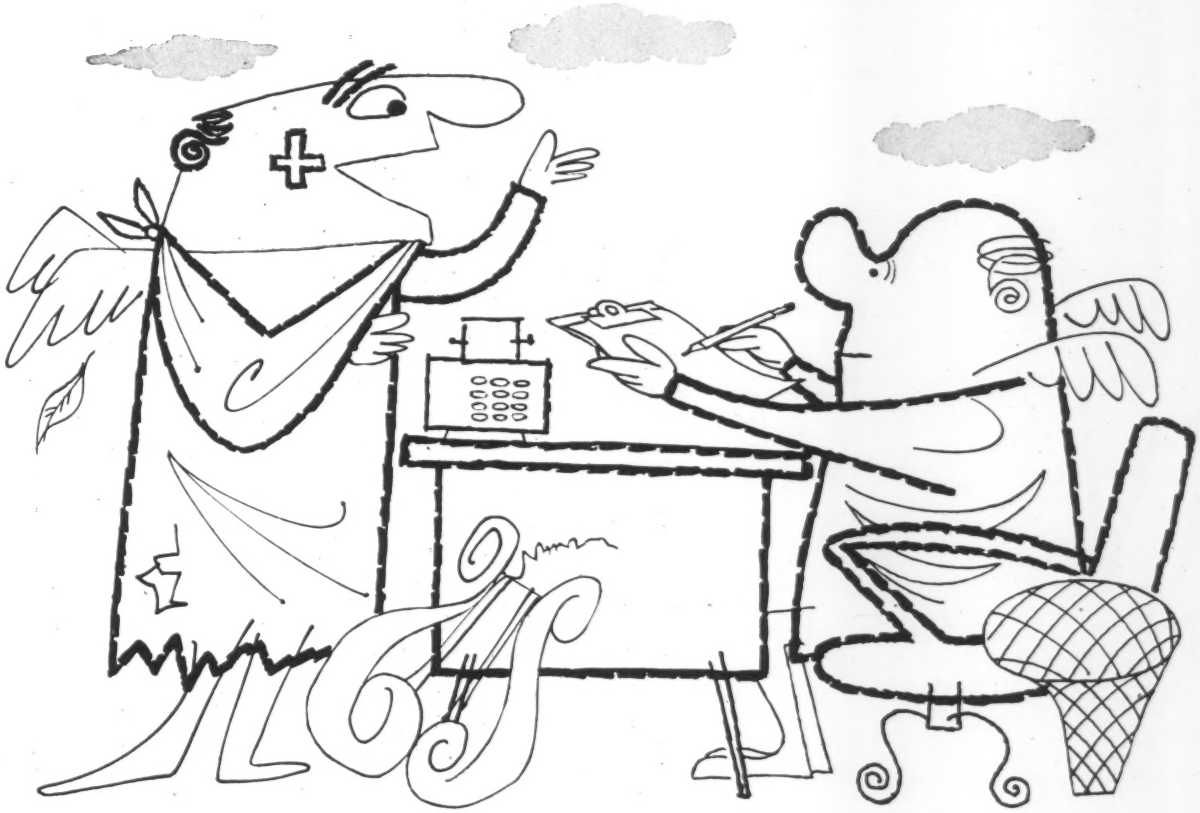
HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,818,000 people in the U. S. over 12 years of age during the week, June 2-8. This is how they spent their time:*

63.8%	(78,358,000)	spent	1,629.1 million hours	WATCHING TELEVISION
52.8%	(64,848,000)	spent	1,015.9 million hours	LISTENING TO RADIO
80.3%	(98,623,000)	spent	391.2 million hours	READING NEWSPAPERS
27.7%	(34,021,000)	spent	157.4 million hours	READING MAGAZINES
22.5%	(27,634,000)	spent	264.4 million hours	WATCHING MOVIES ON TV
37.1%	(45,545,000)	spent	189.0 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.



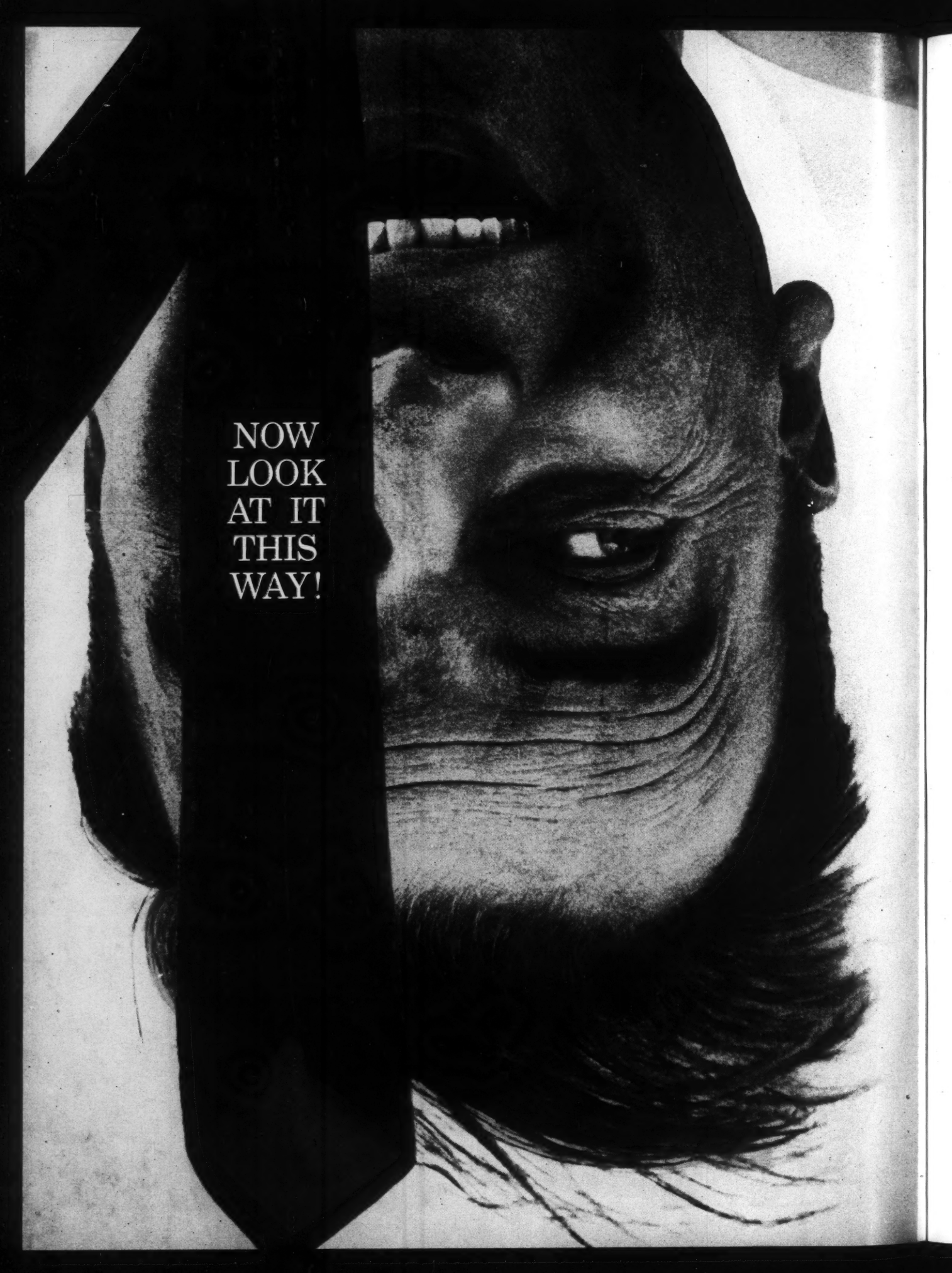
the fallen angel

"There I was flying along like a bat out of heaven," said this sore angel. "There was a stack of nimbostratus stretching for miles right across my course and I was late. My flight plan called for two thousand feet but I figured what the hell and dropped down a bit to fly under the stuff when *splatt!*"

"What happen?" asked the dispatcher.

"What happen? I fly smack into the WMT-TV tower my map says was blown over last winter."

"You been skipping Bulletins again. It was on the last All-Angel release—the tower's going up again and it'll be full of juice any minute. You lucky your wings weren't scorched. Get on the ball or He'll ground you again."


NOW
LOOK
AT IT
THIS
WAY!

It's a changing world. Along with fashions, home appliances and the shifting sands of the desert, the American language never stays put. Hardly anyone says "Pardon my wet glove" any more. Or "23 Skiddoo!" Or even "The cat's pajamas."

The language of television, too, periodically gets itself turned upside down. Take the phrase "network quality," for instance. Years ago (like 1956), "network quality" was the expression everybody was using. It meant the best you could hope for—*if* you were a national advertiser with matching budget. Even TV film syndicators wistfully resorted to "network quality" when they wanted to make the biggest possible claim for their product.

When our syndicated submarine-adventure series, "The Silent Service," began, we kept in mind the fact that all TV-viewing is local. In any given time-period, the local, regional and spot-program advertiser has to be ready to compete with network shows, no matter how glittering their production values. We defined our market as those selfsame local, regional and spot advertisers *exclusively.* It was up to us to provide them with so prime a product, they could compete successfully for audience, whatever the competition might offer.

Well, "The Silent Service" is now happily under way the length and breadth of the land. In city after city, regardless of what the competing attractions are, the major audiences are going for the action, suspense and sheer believability of "The Silent Service." And coast to coast, the critics have written consistently complimentary reviews.

"Network quality?" That's one way of putting it. But today, there's a better way for non-network advertisers to describe television entertainment of the finest, most professional calibre. It's a way they can be proud of. Try saying it the modern, true-to-life, CNP way: "*Syndication Quality!*"

NBC TELEVISION FILMS a division of

CALIFORNIA NATIONAL PRODUCTIONS, INC.

Universal, Columbia Said in 500-Film Deal

UNIVERSAL PICTURES Co., New York, which to date has been one of the two Hollywood studios holding back its product from tv syndication—the other being Paramount Pictures Corp.—last week was reported to have signed a 10-year pact with one of its rivals, Columbia Pictures Corp. The deal—the existence of which was hotly denied by Universal—reportedly would give distribution rights to cover 500 pre-1949 films to Columbia's tv subsidiary, Screen Gems Inc. The price tag was reported at $18-20 million.

Universal officials, who only seven weeks ago intimated that announcement of such a leasing contract was but a matter of weeks away [B•T, May 6], this time preferred to say absolutely nothing. In fact, they claimed to "know nothing" of such a deal, and the company's president, Milton Rackmil, even went so far to say that published reports of U-SG talks were "false . . . and misleading."

Screen Gems officials merely said that "any comment" concerning such negotiations as were indicated to have transpired "would have to come from Mr. Rackmil's office."

A U-SG pact could bring the Columbia tv company's library to well over 1,500 features, thus making it the biggest—numerically—syndicator in the industry. Earlier this year, SG, which also produces its own pictures (for *Playhouse 90* and such series as *The 77th Bengal Lancers* and *Father Knows Best*), purchased Hygo-Unity Tv and its 400 features. Currently, it distributes close to 200 Columbia theatrical releases and has 400 others as yet untouched.

Universal, which has declared itself to be unalterably opposed to outright sale of its film products, has in effect followed in the footsteps of 20th Century-Fox Film Corp., which last year licensed National Telefilm Assoc. to distribute various packages of its feature films, released at intervals. The other majors either have sold the backlog, i.e. Warner Bros. to Associated Artists Productions and RKO to Matty Fox' C&C Television Corp., or have set up their own distribution organizations, i.e. Metro-Goldwyn-Mayer, Columbia, United Artists Corp.

Universal has been "studying" no less than 10 offers over the past three months. Reportedly, next to Columbia Screen Gems' offer, the most lucrative was the one proposed by Sy Weintraub's Flamingo Films, but this was negated after Mr. Weintraub sold his interest in Flamingo (see story, p. 46). For the time being, Universal will not enlarge its tv operations. It now produces tv commercials for advertisers and agencies through its tv subsidiary, Universal Tv (formerly called United World Films).

THEATRE TV NEWS

A NEW "first" is reported with tv newsfilm being shown theatrically in Los Angeles' newsreel movie house, called "The Newsreel Theatre." Showings of CBS newsfilm reportedly are made 8-10 times per day, with the theatre supplied with full newsfilm service. The film is projected by 16mm equipment. CBS Newsfilm reported it will sell film similarly to any other theatre that wants to order it. The obvious stumbleblock, however, is the fact that theatres as a rule are equipped for 35mm film but not 16mm.

Video Tape Won't Replace Movie Films Soon—Niles

VIDEO tape will prove to be the "spinning jenny" of the electronic revolution but is not likely to replace motion picture film for several years, Fred A. Niles, president of Fred A. Niles Productions, asserted last fortnight.

He also expressed belief that the "film specialist is as outdated as the iconoscope tv camera" and claimed more and more advertising agencies are permitting the film producer to use his knowledge and skill in working on tv commercials. Few agencies bring in a finished, complete and approved storyboard and many are allowing producers to create the film at the start.

Addressing a week-long film seminar conducted by his Chicago-Hollywood production firm, Mr. Niles stated:

"Today's film producer, if he wants to stay in business, has to be an advertising man, a research man, an expert in the complex film business, and he should have knowledge of the entire national economic picture if he deals in industrial films, and should know distribution problems, marketing analysis and the myriad categories in the marketing field."

Mr. Niles asserted that, despite "several handicaps at the present time," video tape will cause "the biggest of all upheavals" in television and motion picture industries. An even greater revolution with heavier impact on advertising, he predicted, will be "widespread use of toll tv."

Citing video tape's "handicaps," Mr. Niles noted only one manufacturer (Ampex Corp.) has resolved certain problems and felt machines haven't been developed "with enough uniformity" yet for producing a tape in one city and shipping it to another for reproduction on a different machine by the same manufacturer. A third problem, he added, is that of editing, although this will be resolved.

"Motion pictures will flourish as never before via pay tv," Mr. Niles declared. "But most importantly, pay-as-you-go television will change the whole cost per thousand to such a degree that programming costs, money spent on commercial campaigns, listening habits, all will be so drastically altered that the whole medium of television will feel it's been hit by a tornado."

Some 500 film, agency and allied field representatives attended the film seminar at Nile's studios in Chicago, with sessions devoted to technical and creative work, animation special effects and opticals, photography and color and writing and direction [B•T, June 3].

INSPECTING footage at a film seminar conducted by Fred A. Niles Productions Inc., Chicago-Hollywood, are (l to r) Mr. Niles, head of the company; Linn Dunn, director of optical and special effects, RKO Studios, and Russ Tolg, radio-tv director, BBDO's Chicago office. The week-long sessions included talks on various film aspects.

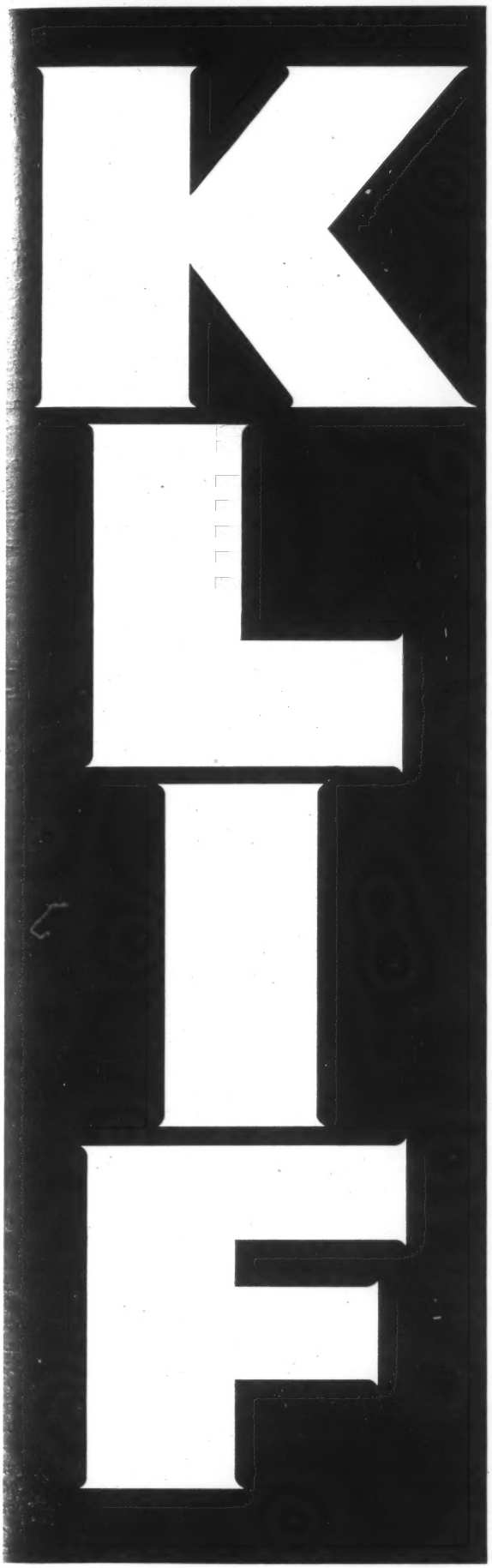
Glassley Among Appointments In All-Scope Expansion Move

CHESTER GLASSLEY, former president of Five-Star Productions, Hollywood producer of tv commercials, has joined All-Scope Pictures, commercial film division of TCF-TV, video subsidiary of 20th Century-Fox Film Corp., as associate producer and assistant to Gordon S. Mitchell, All-Scope president.

Other additions to the All-Scope staff include Penrod Dennis, formerly with Young & Rubicam, who will serve as production coordinator; Joseph Orlando, formerly with Five Star, who will be Mr. Glassley's assistant, and Howard Finch, also from Five Star, who will be an editorial assistant.

In announcing the new personnel, Mr. Mitchell said they were brought in as part of an expansion program in commercial film production at All-Scope, which is reported to be "enjoying an unprecedented boom in business at a time when commercial film production is usually at a low ebb."

Commercials now in production by All-Scope include films for *Kaiser Aluminum Hour* through Young & Rubicam; *Steve Allen Show* for Greyhound Bus; Kaiser Aluminum & Chemical Corp. *(Kaiser Aluminum Hour)* through Young & Rubicam; Greyhound Corp. *(Steve Allen Show)* through Grey Adv. Agency; Fuller Paint Co. *(Men of Annapolis)* through Young & Rubicam; E. & J. Gallo Winery *(Martin Kane)* through Doyle Dane Bernbach; NBC-TV's *Tonight Show* through Compton Adv. Inc., and spots for General Electric Co., Petri Wine Co. and W. A. Sheaffer Pen Co., among others. All-Scope also is producing two 25-minute educational films for California Prune & Apricot Growers' Assn. (Sunsweet Prunes).



Highest Rated Hooper Station in the Top 25 Markets!*

53.7% - 7 a.m. to 12 noon

51.3% - 12 noon to 6 p.m.

* **Monday thru Saturday — May, 1957**

You can say it another way, too. **KLIF** is the most listened to, the most talked about, the most read about, the most discussed, the most copied station in the *world!* Advertisers *already* on **KLIF** know it.

And they also know that:

KLIF is first by *far* in metro Pulse!

KLIF is first by *far* in 43-county area Pulse!

KLIF is first by *far* in Trendex!

KLIF is first by *far* in Hooper survey on business establishments!

See your John Blair man today!

The Tremendous Texas Triangle:

KLIF DALLAS — **KTSA** SAN ANTONIO — REPRESENTED BY JOHN BLAIR & CO.

KILT HOUSTON — REPRESENTED BY GRANT WEBB CO.

Continental Thrift Co. To Buy Flamingo Films

NEGOTIATIONS were being completed last week for the sale of the assets of Flamingo Films, New York tv film production-distribution company, to Continental Thrift Co., Los Angeles financing firm, for an estimated $3 million. The transaction calls for Continental's assumption of the negative rights and distribution rights of various Flamingo serials and feature films.

MR. WEINTRAUB

Sy Weintraub, executive vice president of Flamingo, confirmed he had already sold out his 30% interest in the company, but could not provide information on the disposition of the remainder of the company's stock. It was reported that Joseph Harris and his son, James, who each own 30%, and David Wolpert, who owns 10%, shortly would sign over their interest.

Mr. Weintraub already has established new offices in New York. Although he declined to discuss his future plans, it is understood he will associate himself with producer Bernard Schubert, with a new company to be formed. Under this projected alliance, Mr. Schubert will provide the film product which Mr. Weintraub and his staff will distribute. Mr. Weintraub has available to him many of the key staffers from Flamingo Films, it was said.

Among the Flamingo properties to be acquired by Continental Thrift are *Superman, Stars of the Grand Ole Opry, Beulah, Top Secret* and a library of westerns, feature films, cartoons and short subjects.

Joseph Harris is in England where film production is proceeding on *O.S.S.*, a filmed series included in the transaction, which will be presented on ABC-TV in the fall with the Mennen Co. as sponsor. It is believed Continental Thrift will sub-contract the film for sales by various distributors.

Flamingo Films has had a varied career since it was formed by Joseph Harris and Sy Weintraub in 1949. In the intervening years, it merged originally with Associated Artists Productions and then was bought out by Motion Pictures for Television, headed by Matthew Fox. In 1953, it disassociated from MPTV and was reorganized by Messrs. Weintraub and Harris. Although no reason was given for the break-up of the long association between Mr. Weintraub and Mr. Harris, it is reported Mr. Weintraub felt the expansion rate of the company had not kept pace with the growth of the industry as a whole.

Details of Mr. Weintraub's association with Bernard L. Schubert Inc. and the exact form the new corporation will assume are expected to be announced this week. The Schubert organization currently holds distribution rights to *Tv Reader's Digest, Mr. & Mrs. North, Movie Quick Quiz, Cross Roads* (on ABC-TV) and *Topper* (NBC-TV).

Mr. Weintraub is owner of WKIT Mineola, N. Y., and president and part owner of KMGM-TV Minneapolis.

MCA-TV Signs to Syndicate 'Mickey Spillane' to Series

MCA-TV has signed a contract for the *Mickey Spillane* series, which will be its major entry in the tv syndication field, the firm announced last week. Thirty-nine half hours, now in production at Revue Productions, will be offered to stations and advertisers for regional and local sponsorship.

The MCA-Spillane deal climaxes many months of industry bidding for tv rights to the popular detective stories. Mr. Spillane will participate in the production of the series and will join with MCA and Revue in selecting the star of the series.

WOR-TV Signs Ziv Re-run Deal

IN what was said to be the largest single contract to be drawn between Ziv's Economee Tv and a major tv station, WOR-TV New York last week signed a contract for $500,000 for Ziv re-run films for multiple showings.

Pierre Weis, Economee Tv general manager, said seven programs will be turned over to WOR-TV to be programmed this fall in afternoon and evening time periods. The series and number of episodes included in the contract are *Science Fiction Theatre* (78), *Favorite Story* (78), *Meet Corliss Archer* (39), *Eddie Cantor Show* (39), *Your Television Theatre* (39), *Boston Blackie* (58) and *Times Square Playhouse* (39).

NBC Tv Films Unit Sets Meet

THE sales force of NBC Television Films, division of California National Productions (NBC subsidary) will meet July 12 for clinical sessions at the Greenbrier, White Sulphur Springs, W. Va. During the two-day meeting, the salesmen will hear talks by Robert D. Levitt, president; Jack Keever, sales director; and CNP directors Robert A. Anderson, business affairs, Robert A. Cinader, programs, and Arthur Perles, promotion.

FILM PRODUCTION

Walt Disney Productions, Hollywood, announces production of six full-length programs under title of "The Saga of Andy Burnett" for ABC-TV's *Disneyland* series next season.

Dayton Productions announces new western series, *Trackdown*. Series, to be made in co-operation with Texas Rangers, will be filmed by Four Star Films and will start in September on CBS-TV as Friday, 8-8:30 p.m., program. It will be co-sponsored by American Tobacco Co. and Socony-Mobil-oil Co. **Vincent M. Fennelly,** formerly producer for Allied Artists, will be producer of new series.

International Telemeter Takes Bids From Firms on C-C Pay Tv

INTERNATIONAL Telemeter has submitted its closed-circuit toll tv system to manufacturers for bids, Barney Balaban, president of the parent Paramount Pictures Corp., told stockholders in New York last fortnight [B•T, June 10].

The "cable" or wire approach, Mr. Balaban said, has some favorable aspects that point to it as being the "most effective in getting pay tv off the ground quickly" [B•T, March 25]. The wired system, he said, would fit into its on-air pay tv. He said Paramount would have more to say about its plans in a filing with FCC (expected there July 8), Mr. Balaban also reaffirmed Paramount's faith in a "cash" system of subscription tv.

A Paramount Pictures Corp. shareowner asked Mr. Balaban if Telemeter had made any overtures to the well-courted Dodgers or to the New York Giants. Mr. Balaban said Telemeter was "keeping in close touch with the situation" but that "it is not a good policy to discuss publicly what we are deeply involved in."

Video Theatres Names Nemec

VIDEO Independent Theatres Inc., community tv antenna operator and theatre circuit in the southwest, last week announced that Boyce Nemec, New York film and television consultant, has been retained to plan studio operations and programming of it's city-wide television system now being installed in Bartlesville, Okla. [B•T, June 10].

C. O. Fulgham, video vice president said studio construction is expected to be completed in early July, equipment installation finished by July 25 and three wired program channels in operation by mid-August. Mr. Fulgham said the planned service will give home subscribers three channels of programs "unaffected by atmospheric disturbances and free of commercial announcements on a regular daily basis." Two of the channels, he reported, will deliver first-run and subsequent run feature films, while the third channel will provide continuous programming of news, weather, sports, time and high fidelity music.

BMI Advances Burton, Others

AS PART of a series of promotions at Broadcast Music Inc. last week, Robert J. Burton, vice president in charge of writer and publisher relations, was advanced to the newly-created post of vice president in charge of domestic performing rights administration. Herbert Sour, assistant vice president in charge of publisher relations, assumes the title and duties relinquished by Mr. Burton.

Other appointments: Mrs. Theodora Zavin to assistant vice president in charge of publisher relations; Richard L. Kirk to assistant vice president in charge of publisher and writer relations at BMI's Hollywood office; Edward J. Molinelli to comptroller and Robert J. Higgings to assistant secretary while continuing as assistant treasurer.

KRON is TV in SF

San Franciscans are sold on KRON-TV

GOLDEN GATE PLAYHOUSE
Mon-Fri 3-5:30 PM
AVAILABLE

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN MAY

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top selected to represent all parts of the country with rated syndicated film programs in 10 major markets. various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Mon. 7:00	WRCA-TV	15.6
2.	*Rosemary Clooney*	(MCA)	Sat. 7:00	WRCA-TV	8.3
3.	*Top Plays of '57*	(Scr. Gems)	Tues. 10:30	WRCA-TV	8.1
4.	*Code 3*	(ABC)	Mon. 10:30	WRCA-TV	7.9
5.	*If You Had A Million*	(MCA)	Sat. 7:00	WCBS-TV	7.1
6.	*Death Valley Days*	(McC-E)	Wed. 7:00	WRCA-TV	6.7
7.	*Popeye The Sailor*	(AAP)	Mon.-Fri. 6:00	WPIX	6.3
8.	*Guy Lombardo*	(MCA)	Thurs. 7:00	WRCA-TV	6.2
9.	*Victory At Sea*	(NBC)	Sun. 7:30	WPIX	5.7
10.	*Whirlybirds*	(CBS)	Thurs. 7:30	WPIX	5.5

LOS ANGELES *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Mon. 9:00	KTTV	23.4
2.	*Confidential File*	(Guild)	Mon. 9:30	KTTV	18.2
3.	*San Fran. Beat*	(CBS)	Sat. 9:30	KTTV	17.6
4.	*Life of Riley*	(NBC)	Mon. 8:30	KTTV	15.4
5.	*Whirlybirds*	(CBS)	Mon. 7:30	KHJ-TV	13.5
6.	*Search For Adven.*	(Bagnall)	Thurs. 7:00	KCOP	13.2
7.	*I Led 3 Lives*	(Ziv)	Sat. 8:30	KTTV	11.5
8.	*Annie Oakley*	(CBS)	Thurs. 6:00	KABC-TV	10.9
9.	*Science Fiction*	(Ziv)	Mon. 8:00	KTTV	10.5
10.	*Men of Annapolis*	(Ziv)	Thurs. 7:30	KNXT	9.8

CHICAGO *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*State Trooper*	(MCA)	Wed. 9:30	WNBQ	23.4
2.	*Secret Journal*	(MCA)	Sat. 10:00	WNBQ	19.1
3.	*Silent Service*	(NBC)	Tues. 9:30	WNBQ	17.4
4.	*Mr. D. A.*	(Ziv)	Thurs. 9:30	WBKB-TV	14.6
5.	*Death Valley Days*	(McC-E)	Mon. 9:30	WNBQ	13.6
	Sheriff of Cochise	(NTA)	Fri. 7:30	WNBQ	13.6
6.	*City Detective*	(MCA)	Fri. 9:30	WGN-TV	13.5
7.	*Don Ameche*	(TPA)	Tues. 9:30	WGN-TV	12.6
8.	*San Fran. Beat*	(CBS)	Tues. 9:00	WGN-TV	12.5
9.	*Superman*	(Flamingo)	Fri. 6:00	WGN-TV	12.4
10.	*Men of Annapolis*	(Ziv)	Mon. 9:30	WGN-TV	11.8

MINNEAPOLIS-ST. PAUL *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*O. Henry Playhouse*	(Gross-Krasne)	Sun. 9:30 Tues. 9:30	KSTP-TV KSTP-TV	16.6 15.7
2.	*State Trooper*	(MCA)	Sat. 9:30	WCCO-TV	15.2
3.	*Sheriff of Cochise*	(NTA)	Mon. 9:30	WTCN-TV	14.4
4.	*Search For Adven.*	(Bagnall)	Wed. 9:30	KSTP-TV	12.4
5.	*Studio 57*	(MCA)	Thurs. 10:30	KSTP-TV	12.0
6.	*Highway Patrol*	(Ziv)	Sun. 4:30	WCCO-TV	10.8
7.	*Superman*	(Flamingo)	Tues. 9:00	WTCN-TV	10.7
8.	*Code 3*	(ABC)	Sun. 5:00	WCCO-TV	9.3
9.	*Rosemary Clooney*	(MCA)	Sat. 10:30	KSTP-TV	9.1
10.	*Racket Squad*	(ABC)			

SEATTLE-TACOMA *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Search For Adven.*	(Bagnall)	Wed. 7:00	KING-TV	32.0
2.	*Whirlybirds*	(CBS)	Thurs. 8:30	KING-TV	23.9
3.	*Life of Riley*	(NBC)	Thurs. 7:30	KING-TV	23.0
4.	*Highway Patrol*	(Ziv)	Thurs. 7:00	KOMO-TV	22.1
5.	*Silent Service*	(NBC)	Wed. 7:30	KING-TV	22.0
6.	*Sheriff of Cochise*	(NTA)	Mon. 7:00	KING-TV	15.1
7.	*Studio 57*	(MCA)	Fri. 7:00	KING-TV	14.7
8.	*Badge 714*	(NBC)	Sun. 9:30	KING-TV	13.7
9.	*Wild Bill Hickok*	(Scr. Gems)	Thurs. 6:00	KING-TV	13.5
10.	*Kingdom of Sea*	(Guild)	Wed. 9:30	KOMO-TV	13.1

WASHINGTON *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Star And The Story*	(Official)	Wed. 10:30	WRC-TV	12.7
2.	*Sheriff of Cochise*	(NTA)	Mon. 10:30	WRC-TV	11.2
3.	*Silent Service*	(NBC)	Tues. 10:30	WTOP-TV	9.8
4.	*Soldiers of Fortune*	(MCA)	Mon. 7:00	WTOP-TV	9.7
5.	*Frontier*	(NBC)	Sat. 10:30	WTOP-TV	9.1
6.	*Death Valley Days*	(McC-E)	Mon. 7:00	WRC-TV	9.0
7.	*Ramar of the Jungle*	(TPA)	Wed. 7:00	WTOP-TV	8.8
8.	*Jungle Jim*	(Scr. Gems)	Wed. 6:00	WMAL-TV	8.7
9.	*Men of Annapolis*	(Ziv)	Tues. 7:00	WTOP-TV	8.6
10.	*Annie Oakley*	(CBS)	Fri. 7:00	WTOP-TV	8.3

ATLANTA *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Science Fiction*	(Ziv)	Tues. 9:30	WAGA-TV	25.3
2.	*Dr. Christian*	(Ziv)	Wed. 9:30	WSB-TV	23.0
3.	*Highway Patrol*	(Ziv)	Fri. 10:00	WAGA-TV	21.8
4.	*Badge 714*	(NBC)	Mon. 9:30	WSB-TV	18.1
5.	*Studio 57*	(MCA)	Fri. 10:30	WAGA-TV	17.2
6.	*Secret Journal*	(MCA)	Fri. 10:00	WSB-TV	17.0
7.	*Superman*	(Flamingo)	Thurs. 7:30	WSB-TV	16.5
8.	*Sheriff of Cochise*	(NTA)	Wed. 10:00	WSB-TV	15.1
9.	*Susie*	(TPA)	Mon. 10:00	WSB-TV	15.0
10.	*State Trooper*	(MCA)	Wed. 10:00	WAGA-TV	14.1

CLEVELAND *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Tues. 10:30	WJW-TV	22.9
2.	*Sheriff of Cochise*	(NTA)	Sun. 10:30	KYW-TV	21.0
3.	*State Trooper*	(MCA)	Mon. 10:30	KYW-TV	16.8
4.	*Men of Annapolis*	(Ziv)	Wed. 10:30	KYW-TV	16.4
5.	*Silent Service*	(NBC)	Sat. 10:30	WJW-TV	15.0
6.	*Range Rider*	(CBS)	Sun. 7:00	WEWS	12.2
7.	*Soldiers of Fortune*	(MCA)	Thurs. 7:00	KYW-TV	9.7
8.	*Amos 'n' Andy*	(CBS)	Fri. 7:00	WJW-TV	9.4
9.	*Death Valley Days*	(McC-E)	Sat. 7:00	WJW-TV	9.2
	Studio 57	(MCA)	Fri. 7:00	KYW-TV	9.2
10.	*Waterfront*	(MCA)	Mon. 7:00	WEWS	9.1

COLUMBUS *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Tues. 9:30	WBNS-TV	39.3
2.	*San Fran. Beat*	(CBS)	Sun. 8:30	WBNS-TV	24.2
3.	*Sheriff of Cochise*	(NTA)	Sat. 10:00	WBNS-TV	23.0
4.	*Last of Mohicans*	(TPA)	Sat. 9:30	WBNS-TV	19.9
5.	*Waterfront*	(MCA)	Fri. 10:30	WBNS-TV	17.6
6.	*Frontier Doctor*	(H-TV)	Fri. 9:30	WTVN-TV	16.5
7.	*Studio 57*	(MCA)	Mon. 9:30	WLWC	15.7
8.	*State Trooper*	(MCA)	Mon. 9:30	WTVN-TV	15.5
9.	*Men of Annapolis*	(Ziv)	Fri. 8:30	WBNS-TV	15.1
10.	*Martin Kane*	(Ziv)	Wed. 10:30	WBNS-TV	13.5

BOSTON *two-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Waterfront*	(MCA)	Sun. 7:00	WNAC-TV	25.7
2.	*Highway Patrol*	(Ziv)	Wed. 10:30	WBZ-TV	20.1
3.	*State Trooper*	(MCA)	Sun. 10:30	WNAC-TV	19.1
4.	*Combat Sergeant*	(NTA)	Sat. 8:30	WNAC-TV	18.8
	San Fran. Beat	(CBS)	Sat. 11:00	WNAC-TV	18.8
5.	*Sheriff of Cochise*	(NTA)	Sun. 6:00	WNAC-TV	18.2
6.	*Frontier*	(NBC)	Fri. 10:30	WNAC-TV	17.4
	I Led 3 Lives	(Ziv)	Wed. 7:30	WNAC-TV	17.4
7.	*Buffalo Bill, Jr.*	(CBS)	Sat. 10:30 a.m.	WBZ-TV	15.6
8.	*Search For Adven.*	(Bagnall)	Sun. 5:30	WNAC-TV	15.2
9.	*Superman*	(Flamingo)	Fri. 6:30	WNAC-TV	15.1
10.	*Secret Journal*	(MCA)	Tues. 10:30	WNAC-TV	14.9

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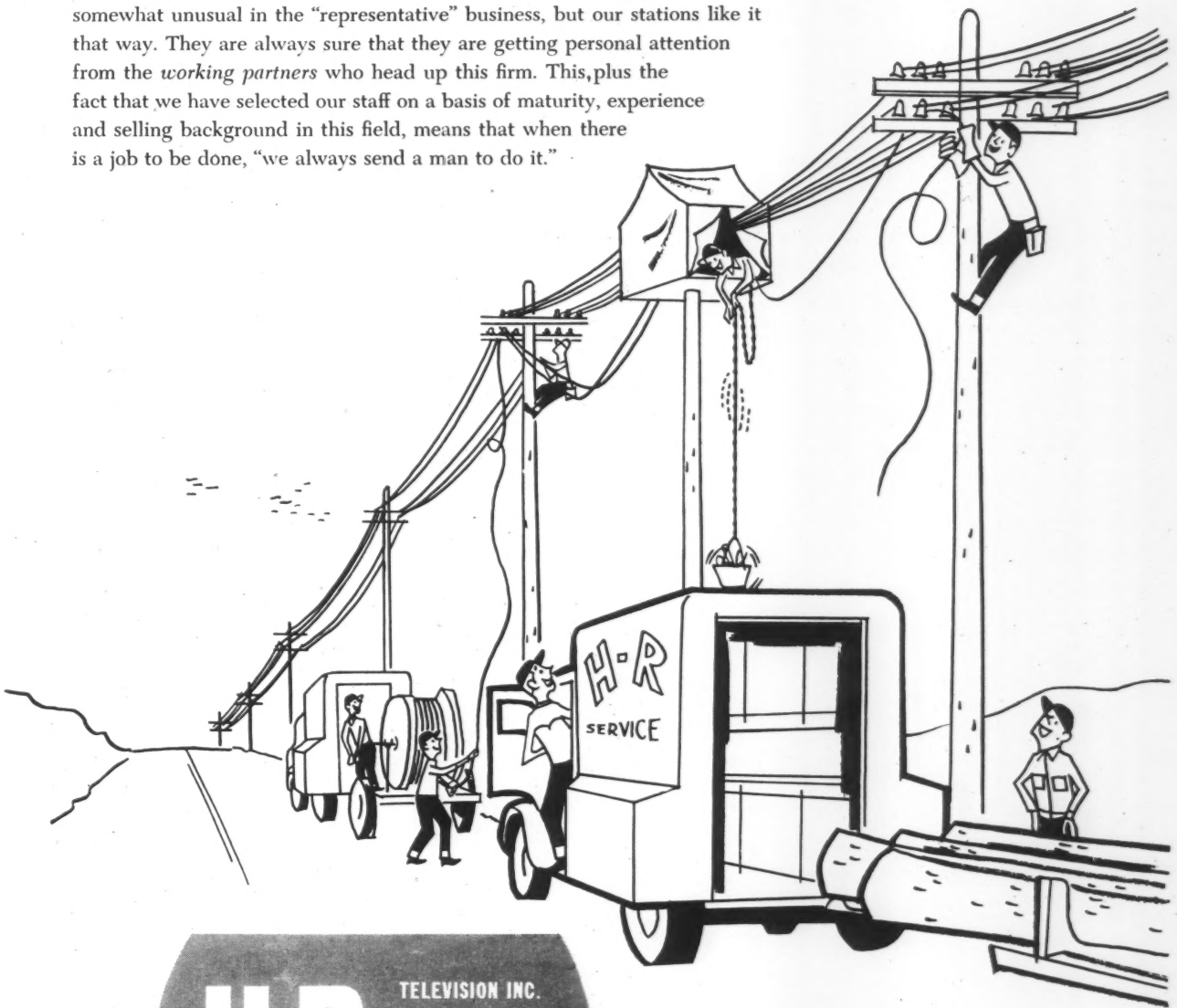
So that we can continually *line up* business for our stations, all of us go out on the job and make calls; this means all of the partners who head up this firm as well as the members of our staff. We have been told that this is somewhat unusual in the "representative" business, but our stations like it that way. They are always sure that they are getting personal attention from the *working partners* who head up this firm. This, plus the fact that we have selected our staff on a basis of maturity, experience and selling background in this field, means that when there is a job to be done, "we always send a man to do it."



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Damon Runyon Theatre
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77th Bengal Lancers
Jet Jackson,
Tales of the Texas Rangers
Patti Page Show
Big Playback
Crusade in Europe
Three Guesses

NATIONAL NETWORK PROGRAMS

PROGRAM	NETWORK & TIME	SPONSOR	AGENCY
Father Knows Best	NBC Wed. 8:30-9:00 P.M.	Scott Paper Co.	J. Walter Thompson Co.
Ford Theatre	ABC Wed. 9:30-10:00 P.M.	Ford Motor Co.	J. Walter Thompson Co.
Circus Boy	ABC Thurs. 7:30-8:00 P.M.	Mars, Inc. Kellogg Co.	Knox Reeves Advertising, Inc. Leo Burnett Company, Inc.
Playhouse 90 (Filmed Programs)	CBS Thurs. 9:30-11:00 P.M.	American Gas Assoc. Bristol-Myers Co. Philip Morris, Inc.	Lennen & Newell, Inc. B. B. D & O Leo Burnett Company, Inc.
Adventures of Rin Tin Tin	ABC Fri. 7:30-8:00 P.M.	National Biscuit Co.	Kenyon & Eckhardt, Inc.
Mystery Theatre	NBC Sat. 9:00-9:30 P.M.	Pabst Brewing Co.	Leo Burnett Company, Inc.
The Web	NBC Sun. 10:00-10:30 P.M.	Procter & Gamble	Benton & Bowles, Inc.
Wild Bill Hickok	CBS Sun. 12:30-1:00 P.M. ABC Tues. 5:00-5:30 P.M.	Kellogg Co. Kellogg Co.	Leo Burnett Company, Inc. Leo Burnett Company, Inc.
Tales Of The Texas Rangers	(To Be Announced)	Sweets Co. of America, Inc.	Moselle & Eisen, Inc.
Captain Midnight	National Spot	The Wander Co.	Tatham-Laird, Inc.

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CLEARS BACK UNDER FCC STUDY

- **FCC meets Friday to review 70-page staff report**
- **Twelve-year-old case involves fate of Class I stations**

THE FCC on Friday of this week takes its long-awaited, hard look at the decade-old clear channel case. The Commission will meet in special session on that day to review a 70-page staff report which will be used as a guide to a possible outcome which may affect the nature of standard broadcasting in the United States—possibly the first major realignment of am broadcasting since the reallocation of 1941.

The Commission has two decisions to make. The first is whether to maintain the status quo (24 Class 1-A and 21 Class 1-B clear channel frequencies) or to change the use of these classifications.

The Class 1-A stations each occupy a clear channel frequency at nighttime with no other outlet on their band. The Class 1-B stations occupy clear channel frequencies, but there are usually two on a single clear channel at night. There are 35 Class 1-B stations operating.

The clear channel case began in 1945. Hearing were held in 1946. Since then corollary aspects have been added: daytime skywave, daytime broadcasters, KOB, among others.

Daytime skywave entered the picture when it was discovered that the nighttime skywave phenomenon (by which standard broadcast stations can cover large areas) actually began up to two hours before sunset and continued up to two hours after sunrise.

The daytime broadcasters' request is for permission to begin operating at 5 a.m. or sunrise whichever is earlier and to cease broadcasting at 7 p.m. or sunset, whichever is later. At present they are licensed to operate from local sunrise to sunset.

The KOB case began in 1940 when that Albuquerque station was assigned to 1180 kc. This was changed to 1030 kc when Mexico was given protection on 1180 kc. KOB has been operating temporarily on 770 kc since then. WABC New York is the Class 1-A station on 770 kc and has been fighting to remove KOB from that assignment. WBZ Boston is the Class 1-B station on 1030 kc. The FCC is officially under a court order to find a permanent home for KOB.

The document before the FCC makes no recommendations, it is understood, but does point up certain alternatives. It is certain that the staff has pointed out there is need for more adequate coverage in the large rural areas of the nation's mountain states and southwest area. Also, the staff reportedly has said there is a lack of primary signals in these areas, most particularly at night.

There are a number of ways to spread primary service—and which were at the heart of the clear channel case when it was first put out as a rule-making proposal by the FCC in February 1945.

The "white areas" can be given better service through the use of higher power. At present 50 kw is the maximum permitted any U. S. station. This is due to the 1938 Senate resolution expressing the sentiment that U. S. stations be limited to 50 kw. There has been talk of 500 kw or 750 kw power (and in 1945 under an experimental grant WLW Cincinnati on 700 kc transmitted with this power and blanketed virtually the entire country).

If clear channel stations were reassigned —nearer to the areas that needed more adequate coverage—that could accomplish one of the aims.

Or if some Class 1-A frequencies were to have two clear channel stations on them at night, instead of only one as now, that might serve to give coverage to so called white areas.

The key points where additional clear channels might be located, it is understood, are in areas of Wyoming, Montana and New Mexico.

In many minds the present utilization of Class 1-A stations—at existing power limitations—is inefficient. If the Commission's policy will be to maintain this practice, it is the view of many close to the clear channel picture that the FCC must permit higher powers. This would accomplish a basic purpose; coverage of area now underserved.

Others see the solution only in the duplication of 1-A channels, or in a combination of higher powers and duplication.

An interesting sidelight is the international agreements—principally the North American Regional Broadcast Agreement—which classify the 1-A and 1-B channels in the region. It is felt in some quarters that although the FCC might permit duplication on the 1-A channels, it should not change their classification.

It is also felt in many quarters, it is understood, that additional information, principally engineering data, must be secured before a final determination can be made. This means, it is the view, that further rule-making notices must be issued.

There has been some sentiment, it is learned, to solve the KOB situation by itself, without regard to the rest of the clear channel case. This is opposed by many who argue that the whole clear channel case must be wrapped up in one package. The hearing on the KOB case has recently been concluded and an initial decision may be forthcoming soon.

Last year, following the court order in the KOB case, it was understood that there was strong sentiment at the Commission to close out the clear channel proceeding.

Also contributing to the FCC's wish to clear up the 12-year-old proceeding is the forthcoming 1959 International Telecommunications Conference in Geneva. In November 1950 a new NARBA was agreed to by all North American countries except Mexico and Haiti. An agreement with Mexico was reached earlier this year. Both the NARBA convention and the Mexican treaty have still to be confirmed by the Senate.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 6

(Figures in parentheses indicate dates oral arguments were held.)

Seattle, Wash., ch. 7 (12-17-56); Buffalo, N. Y., ch. 7 (9-24-56); Biloxi, Miss., ch. 13 (12-18-56); San Francisco-Oakland, Calif., ch. 2 (3-11-56); Ponce, P. R., ch. 7; McKeesport-Pittsburgh, Pa., ch. 4 (6-3-57).

AWAITING ORAL ARGUMENT: 5

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57).

IN HEARING: 5

Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Sioux Falls, S. D., ch. 13; Alliance, Neb., ch. 13 (6-6-57).

IN COURT: 4

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Miami, ch. 10; Knoxville, Tenn., ch. 10.

Doerfer Denies Intent To Disparage Movies

IN A rapid exchange of letters last week, FCC Comr. John C. Doerfer told Eric Johnston, president of the Motion Picture Assn. of America, that he [Doerfer] had "no intention to disparage the American movie industry" in statements made to a reporter for International News Service.

Mr. Johnston, in a letter dated June 8, took issue with statements attributed to the FCC commissioner, stating that one ". . . is not only historically inaccurate, but it is a complete distortion of current facts."

The newspaper article quoted Mr. Doerfer as saying that "the much-maligned U. S. television industry is actually lifting American cultural standards and 'cleaning up' Hollywood movies." The article also stated that Mr. Doerfer said tv is lessening racial and religious prejudices by voluntarily banning snide references to minority groups, in sharp contrast to the movies of 10 or 20 years ago.

Mr. Doerfer was quoted as saying it is "remarkable" how clean and inoffensive radio-tv programs are compared with the movies to which parents used to send their children. "Because Hollywood film producers know that tv will not buy films which are offensively sexy or shady, movies are automatically being cleaned up for living room consumption."

It was this quote which Mr. Johnston claimed was a complete distortion of facts. The MPAA head said the NARTB Tv Code has "little or nothing to do with the program content of movies made especially for television viewing and *nothing at all* to do

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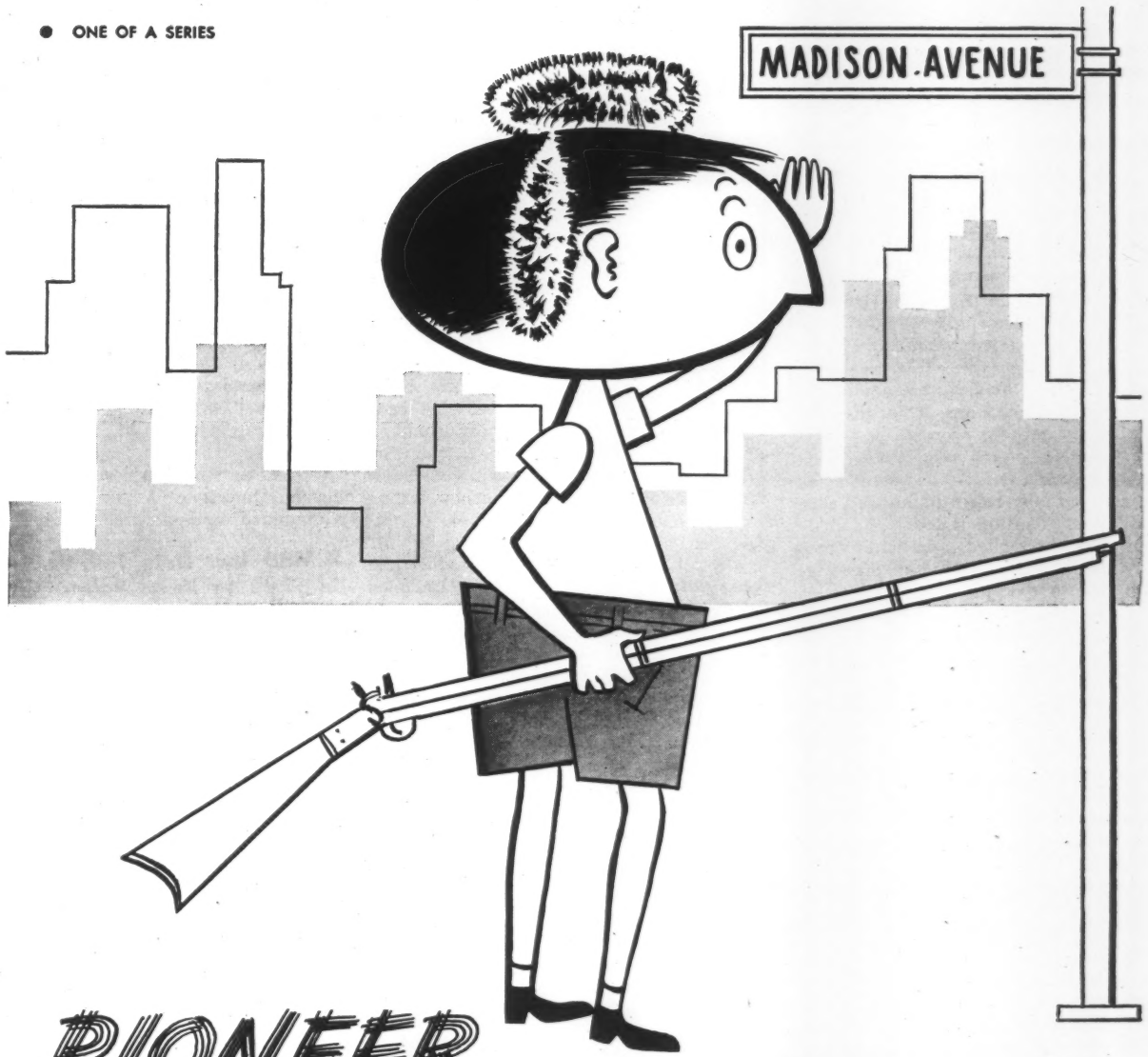

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with the program content of feature films shown on television . . .

"The fact is that the television code . . . is patterned after our own motion picture code. But whereas the motion picture code has effective enforcement machinery, there is no enforcement machinery so far as program content is concerned for television filmed material. . . . It is a rare tv licensee who exercises any control over program content of filmed materials he broadcasts."

Mr. Johnston said that he does not believe there is any factual basis for a "contrast" between the roles played by television and movies in fighting racial and religious prejudices. "Certainly you [Doerfer] cannot mean to suggest that the movies, 10 or 20 years ago, fostered, promoted, or condoned bigotry.

"The fact is . . . movies were among the first mass cultural mediums, if not the first, to take active steps to promote and build up racial and religious understanding. Our industry is rightly proud of this magnificent record and can only resent unfounded slurs upon it," Mr. Johnston stated.

Comr. Doerfer replied, in a letter dated Tuesday, that he did not intend to "disparage the American movie industry." However, he said, "many complaints about crime, violence, etc. on television were based upon the broadcasting of old movie films." He also said that many old films have been rejected by tv while others have been edited and clipped before showing.

On Jan. 4, the commissioner said, the tv code was adopted by the Alliance of Tv Film producers and the formal signing was accompanied by a statement indicating the "sincere desire of the producers to voluntarily conform their product with the code's recommendations." He said he regretted that his statements about deletions and editing of old film had been interpreted as an "unfounded slur" on the movie industry.

Mr. Johnston replied to Comr. Doerfer's letter on Wednesday, pointing out that one of the points of his letter had been "misread." It was the implication that movies have contributed to "racial and religious prejudices" that the film industry resented as an "unfounded slur," he said.

WIP Drops Protest to FCC On WPFH (TV) Transmitter Move

WIP Philadelphia last week withdrew its protest against ch. 12 WPFH (TV) Wilmington's almost-completed transmitter move from downtown Wilmington to Pittman, N. J., some seven miles closer to the Philadelphia market, largely, WIP said, because the issue has become academic.

The WIP request for FCC dismissal of its protest said WPFH's corporate parent, Storer Broadcasting Co., would reimburse it for "actual out-of-pocket expenses." The petition added that WIP "has no further interest in the proceeding."

Last March, in addition to WPFH, Storer also bought WIBG-AM-FM Philadelphia for $5.6 million, a purchase subsequently protested by minority stockholders who unsuccessfully appealed to the courts.

THURMOND WOULD OUTLAW PAY TV

ANOTHER blow to advocates of pay tv was struck last week by Sen. Strom Thurmond (D-S. C.) who introduced a bill (S 2268) in the Senate which would prohibit the charging of a fee to view telecasts in the home.

Sen. Thurmond, a member of the Senate Commerce Committee and its communications subcommittee, said that he had been considering the question of charging home viewers for their tv programs for some time. He felt that the result of "permitting pay television to be used generally would be the same as having the Congress impose a new tax on the people of this country."

SEN. THURMOND

The bill, identical to one introduced in the House (HR 586) by Rep. Emanuel Celler (D-N. Y.) last January, would amend the Communications Act to state that the FCC ". . . shall not authorize or permit any television station to impose a toll, fee, subscription, or other charge, directly or indirectly, on the general public for the privilege of viewing television programs received over television sets located in the home." It would provide for a fine up to $10,000, imprisonment for not more than five years, or both.

Sen. Thurmond's office reported that he introduced the bill in view of the "prevailing situation," making reference to stories in the press on the role pay tv has played in the reportedly planned moves of the Brooklyn Dodgers and New York Giants to the West Coast [B•T, June 10, 3].

"Several pay tv interests have been lobbying for the approval of their plans for several years. Their motive is the motive of profit," Sen. Thurmond said. "My interest is the public interest, and I believe that actions should be taken now to protect the public [from having to pay for tv]."

The South Carolina senator said that if the FCC is permitted to grant approval for experimental pay television, "then we [Congress] must face the fact that it would be most difficult later to tell the experimenters, who had spent millions of dollars, that pay television had been classified as against the public interest."

The one sure thing about pay tv is that it would cost the public more than the present system costs, Sen. Thurmond said, and that there is no proof the public would be provided with better programs if pay tv is authorized. There is no assurance, he stated, that pay tv would supplement, rather than replace, the present free system. He expressed the fear that programs now seen free would be bought up by the producers of pay tv who then would charge a fee to viewers.

NARTB President Harold E. Fellows, claiming the people should make the decisions through their elected representatives, hailed Sen. Thurmond's address and noted that the bill is identical with one introduced in the House by Rep. Emanuel Celler (D-N. Y.). Mr. Fellows reviewed recent protests by organizations against efforts of pay-tv promoters to get the FCC to authorize experimental operations.

Recalling that FCC often had asked Congress for guidance in the matter, Mr. Fellows said, "The time for the guidance is now." He contended such tests would confuse the issue, inhibit the present healthy development of free tv and not demonstrate how pay tv would operate on a national scale. The Bartlesville, Okla., closed-circuit system will provide any information that pay tv tests could yield, he suggested, and not use up scarce air frequencies.

Sen. Thurmond's bill was referred to the Senate Interstate & Foreign Commerce Committee for appropriate action.

WMBD Inc. Gets Setback In Fight to Keep Peoria Ch. 8

THE FCC last week denied WMBD Inc.'s plea for rehearing or reconsideration in its attempt to keep ch. 8 in Peoria, Ill. Commission told WMBD to file engineering data within 30 days for use of ch. 31 in Peoria. Construction of the station cannot begin until "specific authorization" for ch. 31 is granted, the Commission said. Channel 8 was shifted to Davenport-Rock Island-Moline, Ill., in deintermixture proceedings. Comr. Craven abstained from voting.

In a corollary case KRNT-TV (operating on ch. 8 in Des Moines, Iowa) was denied reconsideration in its try to stop the shifting of ch. 8 to Davenport-Rock Island-Moline. Also denied was KRNT-TV's request that any applicant for ch. 8 (in Davenport-Rock Island-Moline) should locate its transmitter 190 miles from KRNT-TV's and at such a location that KRNT-TV could move its transmitter east far enough to allow a 1,000 ft. antenna to be constructed. Comrs. Doerfer and Mack abstained from voting: Comr. Craven was absent.

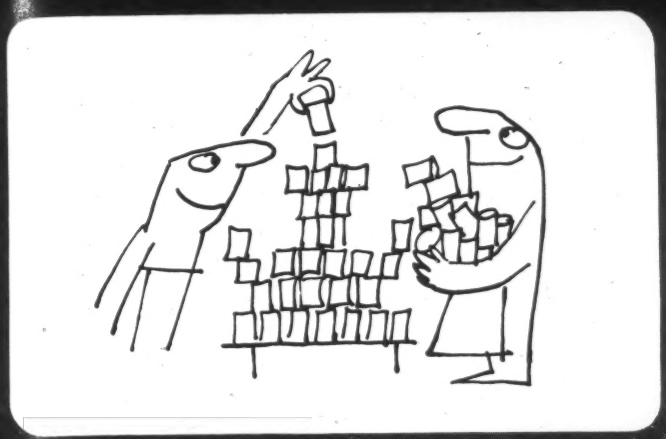
Other allocations actions last week were:

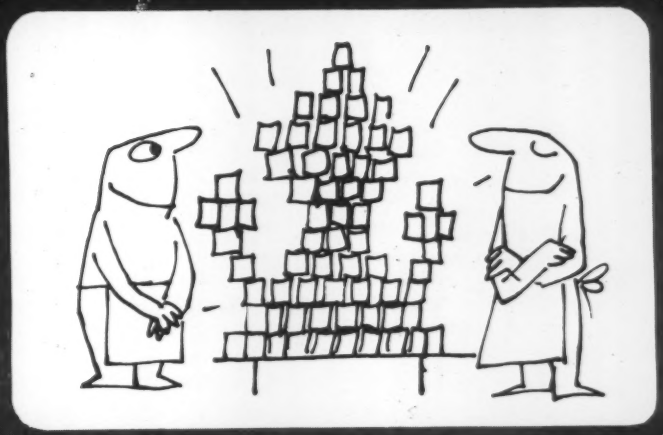
• Association of Maximum Service Telecasters Inc. was turned down in its petition for a 30-day extention of time to file reply comments to the modified "Craven plan," for nearly complete abandonment of the tv channel assignment table (excepting educational reservations, any reservation within 250 miles of the Canadian border or any vhf reservation within 250 miles of the Mexican border [B•T, June 10]). Reply comments are due tomorrow (Tuesday). Comrs. Hyde and Lee favored a two-week extension: Comr. Craven was absent.

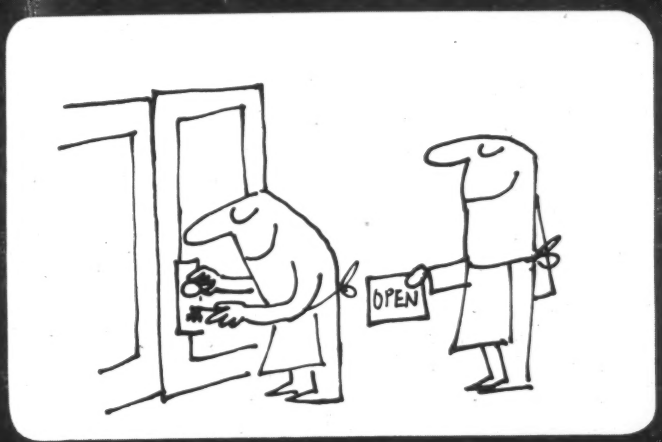
• The Commission has shifted ch. 12 from Coeur d'Alene to Moscow, Idaho, effective July 19.

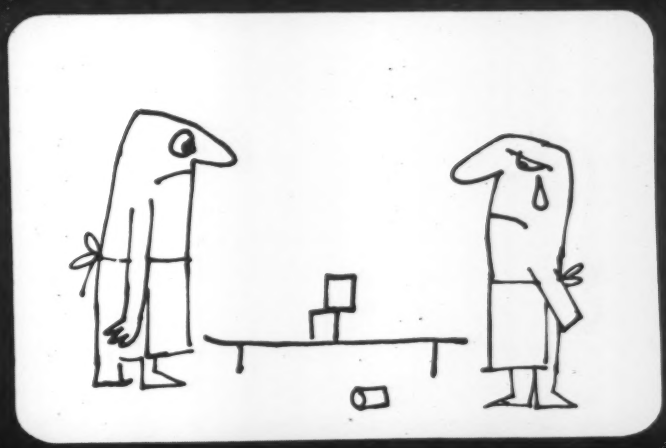
• FCC asks comments by July 15, to WDAK-TV's (ch, 28, Columbus, Ga.) proposal to substitute ch. 62 for ch. 4 in Columbus. Comrs. Doerfer and Craven dissented.

We're selling more food in hungry San Diego.









92% more than in 1950 for a 1956 total of $229,630,000. More than is sold in Denver, New Haven, Indianapolis or New Orleans.*

San Diego has more people making more, spending more and watching Channel 8 more than ever before!

* *Sales Management 1957.*

KFMB 8 TV

WRATHER-ALVAREZ BROADCASTING, INC.

Represented by Edward Petry & Co., Inc.

SAN DIEGO

America's more market

Senate, House Agree On FCC, FTC Fund Cuts

THE SENATE last week agreed with earlier House cuts on both the FCC and Federal Trade Commission 1958 appropriations and sent the over-all Independent Offices bill to joint conference without heeding White House pressure to restore the funds for which it had originally asked.

The Administration had sought $8,950,000 for the FCC but Congress decided on $8,300,000, a figure which nonetheless is $472,000 more than FCC got for fiscal 1957. However, this additional $472,000 will be all but erased by the $455,000 which the FCC must contribute to its employe retirement fund for the first time.

At the same time the Senate Appropriations Committee noted "that the report of the special network study being conducted by the FCC is to be submitted on or about June 30, 1957. In view of the fact that the special appropriation earmarked for this study expires [then], the committee expects the Commission to use the appropriation herein for completion of this study or any implementation thereof necessary."

The Senate approved $5,950,000 for the FTC instead of the $6,250,000 sought by the White House. But this figure also exceeded the amount granted for fiscal 1957 by $400,000.

Meanwhile, a mangled U. S. Information Agency (parent of the Voice of America) budget was on President Eisenhower's desk awaiting his signature. USIA finally got $96.2 million for its 1958 expenses, considerably less than the $144 million requested.

Four Tv Firms Ordered To Court re FCC Subpoenas

FOUR television film companies last Monday were ordered by Federal Judge Richard H. Levet to appear in court in New York on June 25 to show cause why they should not be compelled to produce certain records requested by the Network Study Committee of the FCC.

This action followed a refusal by the four companies earlier that day to answer FCC subpoenas requiring the filing of information and records with the committee. Thereupon, FCC Chief Hearing Examiner James D. Cunningham, who presided at a hearing in New York in connection with the subpoenas, sought court action.

The four producer-distributors—Screen Gems, Ziv Television Programs, MCA-Tv Ltd. and Revue Productions—were part of a group of seven companies that originally ignored the subpoena and tried unsuccessfully to have them quashed. On May 27, Television Programs of America, Official Films Inc. and Entertainment Productions Inc. agreed to supply the information requested by FCC and were given time until last Thursday to file the data with the Commission's Network Study Committee. Proceedings on their subpoenas were adjourned until today (Monday).

The heads of the four recalcitrant film companies did not appear personally before Examiner Cunningham. Instead, their attorneys responded, replying that their clients would not appear on advice of counsel that the FCC lacked jurisdiction over the film companies.

Florida Vhf Decisions Upheld By FCC in Staff Instructions

THE FCC last Thursday instructed its staff on the preparation of documents involving two Miami vhf grants, one in Jacksonville, Fla., and two deintermixture decisions. The instructions would:

• Deny a petition for trusteeship operation of ch. 7 WCKT (TV) Miami, filed by losing applicant East Coast Tv Corp., and deny a petition filed by ch. 17 WITV (TV) Ft. Lauderdale, Fla., seeking to force WCKT to suspend operations. Ch. 7 was granted to Biscayne Tv Corp. and the Court of Appeals has ruled the Commission erred in not considering a contract between Niles Trammell, one of its principals, and NBC. Mr. Trammell also is a former president of NBC. The Commission currently is studying what action to take following the court decision, but last week's staff instructions would leave the grant to Biscayne in effect.

• Deny petitions for rehearing, reconsideration and reopening of the record in the Feb. 7 grant of ch. 10 (WPST-TV) Miami to Public Service Tv Inc. (wholly-owned subsidary of National Airlines). Petitions were filed by ch. 10 losing applications North Dade Video Inc., L. B. Wilson Inc. and WKAT Miami. Also to be denied would be a petition by WITV seeking similar relief as the other petitioners.

• Deny a petition filed by WPDQ Jacksonville (losing applicant) requesting reconsideration of the Commission's Aug. 31, 1956, grant of ch. 12 Jacksonville to Florida-Georgia Tv Co. (WFGA-TV). WPDQ had charged that one of the WFGA-TV principals, 19% owner Harold Cohn, formerly associated with gambling interests.

• Deny various petitions seeking reconsideration of the Commission's action in making Springfield, Ill,, all uhf by shifting ch. 2 (WMAY-TV) to St. Louis and Terre Haute, Ind., and assigning ch. 36, formerly held by KTVI (TV) St. Louis, to Springfield. In shifting the channels [B•T, March 4], the Commission gave WMAY-TV ch. 36 and KTVI temporary use of ch. 2.

• Deny petitions for reconsideration of Commission action in shifting ch. 7 (WTVW [TV]) from Evansville, Ind., to Louisville and reassignment of ch. 9 Hatfield, Ind., to Evansville for educational use. WVSJ-TV Hatfield currently holds an initial decision for ch. 9.

• Institute rulemaking looking toward the shift of ch. 10 Terre Haute (WTHI-TV) to Lafayette, Ind. This move was requested by ch. 59 WFAM-TV Lafayette. With the assignment of ch. 2 to Terre Haute, WTHI-TV applied for Commission authorization to operate on that channel.

The FCC said that these staff instructions are merely preliminary steps and do not constitute a final action by the Commission in the various cases.

ALA Says Networks 'Censored' Celler Unit's Network Report

THE Authors League of America Inc. last week charged the major radio and tv networks with "censorship" in their alleged failure to cover as news the report of House Judiciary Antitrust Subcommittee (Celler report) [B•T, June 10]. The league sent telegrams to the networks stating in part:

". . . The leading newspapers of the country gave this report front-page coverage. The broadcasting networks imposed a virtual blackout on this important news. . . . It [the league] deplores the blackout because it constitutes an act of censorship.

"The Judiciary Committee's conclusions related in part to practices of the broadcasters in connection with alleged discrimination against writers and composers of music, many of whom are members of our organization. But beyond protecting our members' rights, the Authors League believes that any censorship by the broadcasters is a threat to the freedom of all creative artists, and unescapably to the public as well."

The Songwriters Protective Assn. hailed the findings of the Celler report phase dealing with the practices of the broadcasting industry in the music field. The report corroborates SPA's long standing position that music on the air "is dominated by networks and stations through Broadcast Music Inc.," the association stated.

NBC issued a short statement on the Celler report last Monday [AT DEADLINE, June 10], but both ABC and CBS have issued "no comment." "No comment" also came from Broadcast Music Inc. and American Society of Composers, Authors & Publishers, two other organizations covered in the report.

ABN Appeals FCC's Approval Of KOB-AM-TV Sale to KSTP

THE American Broadcasting Network last week filed an appeal in the U. S. Appeals Court, Washington, against the FCC's May 8 grant of the sale of KOB-AM-TV Albuquerque, N. M., from Time Inc. and Wayne Coy to KSTP Inc. [B•T, May 13]. American claimed the Commission denied its protest of April 13 on the ground the network had no standing to object to the sale.

At issue is American's 16-year-long fight against the use of 770 kc by KOB. Before KOB's sale to KSTP was granted, American asked that three conditions be attached: That the grant is made subject to any ruling made in the KOB case; that the new owners pledge to carry out the Commission's order requiring directional operation at night to protect WABC New York (also on 770 kc), and that the new owners be found ineligible to prosecute a 1944 KOB application to break down 770 kc. The Commission, although denying American's protest, on its own motion revised the language of its sale grant to include the first two conditions, but failed to mention the third. It is from this omission that American has appealed.

The KOB stations were sold to the KSTP organization (Stanley Hubbard) for $1.5 million.

CLUE: NEW

The **NEW** adventures of

CHARLIE CHAN

starring

J. Carrol Naish

with James Hong as the Number One Boy

Here it is! Television's own brand-new half-hour series now being produced in Hollywood and in the intrigue-filled Hydrogen Age capitals of Europe—The NEW Adventures of Charlie Chan. He's the master mystery entertainer of them all—Entertainment's *only* Chinese detective. Loved by millions . . . eager audiences have laid down their dollars at box offices everywhere to thrill to the exciting cleverness of Earl Derr Biggers' famous fictional sleuth. Want to enjoy yourself and profit seeing Charlie Chan solve "The Case of The Profit-Building Program"? Just wire collect or phone **tpa** today for a private screening.

EXTRA! INTEGRATE YOUR COMMERCIALS WITH THE STARS—Charlie Chan and his Number One Son have filmed commerical lead-ins and lead-outs for you. At small additional cost, you can wrap your local announcements with the prestige and power of introductions by Hollywood's stars!

tpa *Television Programs of America, Inc.*

EDWARD SMALL, Chairman • MILTON A. GORDON, President • MICHAEL M. SELLERMAN, Executive Vice-President

488 Madison Ave., New York 22, N. Y. • PL. 5-2100

LAMB ABSOLVED, LICENSE RENEWED

EDWARD O. LAMB, multiple broadcaster, industrialist and erstwhile newspaper publisher, was cleared last week of association and affiliation with Communists and Communist-dominated organizations.

After a three-year battle, the one-time Toledo labor attorney and civil rights advocate—now a multi-millionaire owner of various manufacturing enterprises—stood vindicated by the FCC.

Lone dissenter to the Commission's action was Comr. Robert E. Lee. Mr. Lee did not write a dissent. Comr. John O. Doerfer, who was one of those who vigorously urged the investigation and subsequent hearings into the charges against Mr. Lamb, was absent in the voting on the final FCC decision.

Basic issue in the far-reaching case was whether Mr. Lamb lied in various pleadings and affidavits filed with the FCC prior to the 1954 hearings by claiming that he had not knowingly associated with Communists or Communist-dominated organizations.

To the charges brought—and vigorously prosecuted by the Commission's Broadcast Bureau—the FCC found that there were serious doubts Mr. Lamb was a member of some of the organizations, that where there was no doubt that he was a member of what have been found to be left-wing organizations, there were serious doubts that he knew of their Red-tinged leadership, and that in essentially all such associations and affiliations Mr. Lamb's previous disclaimers could not be characterized as overt misrepresentations.

The Commission's view coincided with those of FCC Hearing Examiner Herbert Sharfman, who in his initial decision issued in December 1955, found that Mr. Lamb could not be found guilty of the charges preferred.

At issue in the case, which drew national attention at the time, was the application for renewal of the license of ch. 12 WICU (TV) Erie, Pa.

The FCC's action last week absolved Mr. Lamb of the allegations, and renewed WICU's license.

In a subsidiary issue—the charge by Mr. Lamb that Broadcast Bureau attorneys had offered bribes and tried to "induce" witnesses in Toledo to testify against him—the Commission found that Mr. Lamb was guilty of reckless accusations. It absolved him, however, on the grounds that the heat of his trial warped his judgment.

Although the FCC final decision relieved Mr. Lamb of all charges against him, it suggested in one section that there were some questions regarding the candor of his testimony during the hearings.

The first inkling of the Commission's renewed interest in Mr. Lamb's associations in the 1930's and up to 1945 came in October 1953 when these questions were raised in an application for tv filed by WHOO Orlando, Fla., also owned by Mr. Lamb. In March 1954 the Commission sent Mr. Lamb a McFarland letter regarding the license renewal application of WICU. Mr. Lamb answered this in April 1954, categorically denying membership in or affiliation with the Communist Party or organizations affiliated with it. He iterated previous denials of such associations.

In June 1954 a hearing was designated, beginning Sept. 15 of that year and running intermittently until May 24, 1955. The hearings—some of the stormiest in FCC annals—took up 7,000 printed pages and some two million words. During the hearings, 36 witnesses testified and one, Mrs. Marie Natvig, later was convicted on perjury. She was recently given a suspended sentence [B•T, May 6].

In several instances Broadcast Bureau witnesses recanted their testimony. Opposing attorneys on occasions shouted at each other during examination and cross-examination during the hearing. At one point, Mrs. Natvig threatened to throw a pitcher at John Russell Brown, one of Mr. Lamb's attorneys.

Allied on Mr. Lamb's side in addition to Mr. Brown were J. Howard McGrath, former attorney general of the United States, and Sen. Estes Kefauver (D-Tenn.). Mr. McGrath is also a business associate of Mr. Lamb's.

The FCC Broadcast Bureau's legal phalanx included at one time or another the following: Walter R. Powell, Thomas B. Fitzpatrick, Edward J. Brown, Joseph M. Kittner, Ashbrook P. Bryant and Arthur J. Schissel.

Mr. Lamb even took his fight to Capitol Hill. In June 1954, appearing before the Senate Commerce Committee on the confirmation of Mr. Doerfer, Mr. Lamb charged that the Republican Mr. Doerfer was "out to get me." Mr. Lamb averred that the FCC charges were brought about by political antipathy. Mr. Lamb has run for office in Ohio on both the Democratic and Republican tickets.

The Commission found that Mr. Lamb's connection with the American Committee for the Protection of the Foreign Born was not germane because that organization has not been officially designated as subversive by the attorney general.

It found that Mr. Lamb was affiliated with the International Labor Defense, which was ruled to be Communist-dominated, but that he had no real knowledge of this fact. "Accordingly," the FCC said, "it is concluded that insofar as Mr. Lamb's affiliation with the ILD is concerned his statements denying association with organizations advocating un-American principles, Communism or violent overthrow of the Government of the United States were not proven to be knowingly false."

The Commission also found that although Mr. Lamb was affiliated with the American League Against War & Fascism, and that it was Communist-dominated, he was not aware of this and did not intentionally conceal his relationship with this organization from the FCC.

The FCC also found that Mr. Lamb did not know of the Communist control of the National Federation for Constitutional Liberties.

The Commission here raised some doubts regarding Mr. Lamb's testimony. "While a disturbing lack of candor, and in a sense

LAMB REASSURED BY RENEWAL

MR. LAMB issued the following statement Thursday, following the FCC's announcement that the license of WICU (TV) Erie, Pa., had been renewed:

"Obviously, I am delighted with the belated vindication rendered by the decision of the Federal Communications Commission. This is more than an approval of my broadcasting and other activities, and it does give us some reassurance of the integrity of our courts and administrative agencies.

MR. LAMB

"For more than 3½ years I have been subjected to a trial of my ideas and activities, a trial which consumed millions of words of testimony. A shocking feature of the hearings showed that an agency of our government placed on the witness stand a score of professional witnesses, persons coached and paid to bear false witness against a private American citizen. One good result of our defense of this case must be that we have stopped, let us hope forever, this despicable practice. Although the trial has been exasperating and expensive, the price of defending this basic freedom may well have been worth the ordeal. . . .

"This cause, this bitter fight for the freedom of the air, is past. It should never have been started, and now that it is over we can forget the wicked motivations, the untruths, and the organized smears. We must each dedicate ourselves to work for a happier future. I shall continue as a liberal and as an independent. I want to aid the cause of underprivileged people everywhere and assist in obtaining a world tolerant of the novel and the unpopular, which pays its highest tribute to the progressive and to the pioneer."

Awarded a doctor of humanities degree by Wilberforce U., Wilberforce, Ohio, Mr. Lamb discussed his own struggles with the FCC. He said: "We can hope that progress is being made. At least we may have stopped the use of the notorious professional witness racket used against our fellow Americans. Eventually these calumnies become so great that decent men go all-out to fight for every elementary human right and dignity. Every effort expended in defending the liberties of all men everywhere adds up to the blessed item known as freedom."

misrepresentation as well, are discerned in these representations as they bear on this particular organization, these elements in isolation are not in issue; the issue includes informed association with Communistic organizations. A conclusion adverse to the applicant will not be drawn due to insufficient evidence that he knew, or must have known, the underlying purposes of the organization in question as found on this record."

The Commission found that Mr. Lamb's book *The Planned Economy in Soviet Russia*, published in 1934 following Mr. Lamb's trip to Russia the preceding year, did not advocate Communism or a violent change of government in the United States. The FCC found that "reasonable men" may differ as to where description and analysis leave off and advocacy begins. Accordingly, the FCC found, it could not rule that Mr. Lamb willfully offered false testimony in denying that the book constituted an advocacy of Communism or of violence in changing government.

Although the Commission found that Mr. Lamb appeared at and spoke at the 1944 dedication of Lincoln House in Toledo, headquarters of the Communist Political Assn. (the Communist Party changed from a party to an association in that year) and that he contributed to that group's coffers, it did not find that this established "in a substantial sense" the falsity of Mr. Lamb's claim that he never knowingly associated with Communists or Communist-dominated organizations.

The Commission dismissed entirely the charges relating to Mr. Lamb's association with a CIO Political Action Committee "Bandwagon" production promoting the 1944 candidacy of President Roosevelt.

The FCC also turned down the Broadcast Bureau request that Mr. Lamb's accusation of subordination of perjury and bribery on the part of FCC attorneys be grounds for refusal of license renewal.

Although finding adversely for Mr. Lamb on this score, the Commission felt it would be too harsh to revoke Mr. Lamb's license for his "careless acceptance" of such "unfounded allegations."

The basis for this part of the case stemmed from Mr. Lamb's appeal to the U. S. District Court in Washington to enjoin the FCC from holding its hearing. This appeal was dismissed by the lower court and upheld on appeal to the U. S. Court of Appeals in Washington on the ground he had not exhausted his administrative remedies.

In addition to WICU and WHOO-AM-FM, Mr. Lamb also owns WIKK Erie, Pa.; WTOD and WTRT (FM) Toledo, Ohio, and holds a grant for ch. 23 WMAC-TV Massillon, Ohio. He also owned the *Erie* (Pa.) *Dispatch*, selling it earlier this year to the *Erie Times* interests for $1.25 million plus a building lease. Among Mr. Lamb's industrial holdings are Air-Way Electric Appliance Corp. of Toledo (gas and electric hot water heaters, vacuum cleaners), real estate in Toledo, Washington (D. C.) and Florida, and investments in insurance companies, advertising agencies, Seiberling Rubber Co. and General Motors.

'OPEN CURTAIN' TV PROPOSED

A MAJOR diplomatic move in East-West relations, designed to replace Soviet Russia's Iron Curtain with an "open curtain" based on a periodic television exchange between the US & USSR may follow in the wake of Communist Party Boss Nikita S. Khrushchev's now famous interview over CBS-TV, June 2, from his Kremlin office [B•T, June 10].

In a June 8 speech before the United Jewish Appeal Conference in New York, Senate Majority Leader Lyndon Johnson (D-Tex.) called for an "open curtain" between the U. S. and Russia, starting with "weekly appearances during this year on Soviet radio and television," and with similar facilities made available to the Communists here. Sen. Johnson said he is not among those who would fear such an exchange. "Let truth flow . . . freely," he declared, "I am a Jeffersonian."

SEN. JOHNSON

Reaction to the Johnson speech was immediate and overwhelmingly favorable. At his June 11 press conference, Secretary of State John Foster Dulles stated that an 18-month-old U. S. proposal for radio-tv broadcast trades with Russia, possibly of 30-minute, monthly programs, is still open. Leading figures of the two nations could participate in these monthly broadcasts, Mr. Dulles intimated, but the U. S. would not be interested in a one-shot reply to Khrushchev's appearance.

The Washington Post & Times-Herald editorialized "There will be a great deal of support for . . . Johnson's proposal that the United States ought to press for fuller opportunities to state its case on disarmament and other issues to the Russian people. And most Americans will share Sen. Johnson's confidence that this country would have nothing whatever to fear from offering the Russians continuing and equivalent opportunities in the United States."

From the *New York Post:* "Frozen minds cry that debate with Khrushchev is as worthless as debate with Adolph Hitler would have been. They miss the point that the Soviet thrust is increasingly being pressed in ideological terms, and that the nature of nuclear weapons has altered all the dimensions of international conflict. In vast uncommitted areas the Communist mystique is infinitely more powerful, complex, and subtle than nazism ever was, and it must be met with something more than strident military posturings."

Wrote the *Kansas City Star:* ". . . Johnson was talking about a sound American . . . approach. If the Russians would not go along they would have to take the onus for continuing the Iron Curtain. As for the idealism in this approach we only suggest that it will be a sad day for America if it ever loses its native idealism in the search for eventual world peace."

William H. Stringer writing in the *Christian Science Monitor:* ". . . Johnson . . . has sounded an eloquent plea for imagination in foreign policy . . . for boldness in a radio-tv exchange of ideas between the United States and the Soviet Union . . . It should stir American thinking. The administration should welcome it."

There was some criticism of Secretary Dulles' response to Sen. Johnson's proposal. Sen. J. W. Fulbright (D-Ark.) called Mr. Dulles' reaction to Sen. Johnson's speech "one of the poorest and most disappointing performances I have seen in many years. . . . If American representatives have been "pressing" the Soviet Union for the "open curtain" proposal for the past 18 months, it is the best kept secret since the first atomic bomb was made."

Despite all this interest in an "open curtain," founded on the use of broadcast media, the question of how to get regular time on American radio and tv and how to pay for it was as yet unanswered, State Dept. officials said. They expressed doubt the Soviets are eager to accept a proposal they have thus far refused to accept. Western observers said, however, that the Russians are unlikely to reject the exchange plan outright because of Russia's program of expanding cultural ties with the West. They felt the Soviets might prefer to plug for individual projects rather than for a long-term, regular arrangement.

Rep. Harry G. Haskell Jr. (R-Del.) wired CBS President Frank Stanton, urging that Mr. Joseph Koevago, described as the last free mayor of Budapest, Hungary, be granted time to answer the "outright lies (of) the Soviet Communist Party Boss." Dr. Stanton refused the request, stating that CBS had already carried adequate comment by a group of experts on its June 9 *Comment on Khrushchev*, which "dealt with Khrushchev's distortions."

FCC Ends Simplexing Grants To Fms, Sets Final Cutoff

THE FCC Thursday gave fm stations currently simplexing their programming a reprieve of six months and at the same time announced it would make no more grants for simplex operation.

This is the third extension the FCC has given stations for the switchover from simplex to multiplex operation, first ordered in March 1955. Originally, stations were given until July 1, 1956, to make the change. This was later extended to July 1, 1957, and the latest extension gives fm stations still operating by simplex until Jan. 1, 1958, to switch to multiplex operation.

Using multiplex, an fm station can transmit functional music to business houses simultaneously with its regular operation; under simplex only one program can be carried at a time.

FIRST PRIZE, spot news class, White House News Photographers' Association contest.

WASHINGTON – Huddled together in grief are the parents, right, of a young Marine drowned in the Paris Island death march, as his body arrives at the airport.
By C. Ed. Alley, U.P. Washington

FIRST PRIZE, presidential class, White House News Photographers' Association contest.

GETTYSBURG – Part-time farmer: President Eisenhower looks over his Black Angus cattle on his Pennsylvania farm.
By Frank Cancellare, U.P. Washington

FIRST PRIZE, personalities class, White House News Photographers' Association contest.

WASHINGTON – Her face is masked, but not her feelings: Mrs. Eisenhower wears a big smile and "I Like Ike" glasses at a GOP campaign dinner.
By James K. W. Atherton, U.P. Washington

PORTRAITS AND PERSONALITIES AWARD, Kent State University photo-journalism contest.

WASHINGTON – Unseen guests of honor: Ike and Mamie watch on TV the nation's celebration of the President's 66th birthday.
By James K. W. Atherton, U.P. Washington

FEATURE AWARD, Kent State University photo-journalism contest.

NEW YORK – The chest that's launched a thousand quips: at the premiere of her movie, "Helen of Troy", Jayne Mansfield sets an impossible example in posture for her guard of honor.
By Andrew Lopez, U.P. New York

Newspictures voted best

Besides the individual top honors noted here, a few of many, United Press itself received an award from the National Press Photographers Association "in recognition of many contributions to the field of photo-journalism in establishing news pictures in their proper perspective in modern communications; of its steadfast encouragement and material assistance to NPPA in helping press photographers to attain greater technical competence and wider community appreciation of their services in the public interest; and for its constant support of the freedom of the visual information program of our society."

United Press
U.P. PICTURES TELL THE STORY

PHOTOGRAPHER OF THE YEAR, Encyclopaedia Britannica contest. Four of a portfolio of ten pictures.
By Charles Dawson, U.P. London

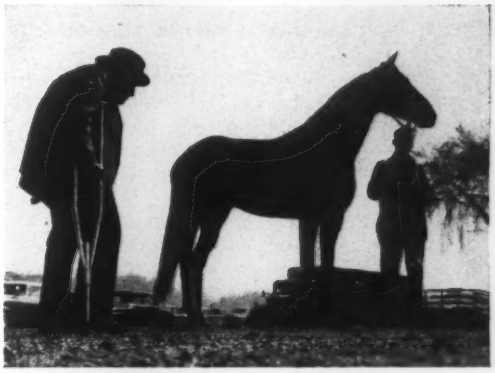
LONDON — Man pulls horse, for a change, along the docks.

STOCKHOLM — Queen Elizabeth is tensely attentive, Princess Margaret bored during an Olympic equestrian event.

LONDON — A boy is absorbed in watching a sidewalk artist do a religious portrait in chalk.

LONDON — Actual theft of a painting, which had been bequeathed to Dublin, from London's Tate Gallery by a young Irish patriot. On the steps above, his lookout.

BEST PHOTOGRAPH of racing, Thoroughbred Racing Association.



BELMONT RACE TRACK, N. Y. — Silhouette of glory: the winningest horse ever, Nashua, with his trainer, Sunny Jim Fitzsimmons, left, waits for a train to carry him to retirement in Kentucky.
By Arthur Rickerby, U.P. New York

ONE OF TOP TEN OF 1956,
Look all-sports photo contest.

YANKEE STADIUM, New York — Payoff pitch: Don Larsen's final strike on the way to give him the first perfect game in World Series history. Note the scoreboard.
By Arthur Rickerby, U.P. New York

NEWSPICTURE OF THE YEAR, Long Island University George Polk Memorial award.

CLINTON, Tenn. — Direct-action censorship: an anti-integration mob member tries to jerk loose a photographer's flash-bulb cord.
By Jack Young, U.P. Atlanta

RCA ALONE IN COLOR TV FIELD

- **No competing manufacturer in sight for color sets**
- **Setmaker comments predominantly negative, reticent**

IF COLOR tv gets off the ground next fall it may have to be with clipped wings. Unanswered last week was the question of who among the majors, besides RCA, is going to make and offer color tv sets for sale next fall.

A process of elimination seems to be in progress. One manufacturer, Allen B. DuMont Labs, in the words of its founder-board chairman—Allen B. DuMont—thinks the mass market for color tv still is "premature" and it won't make any color sets this year. That would appear to rule out the possibility of DuMont premiering in the fall with a set using the Lawrence single-gun color tube.

Other leading set manufacturers in various ways have been reticent to join in any color tool-up. This includes General Electric, Zenith Radio Corp. and Motorola; in Chicago a spokesman for Motorola said the company planned no special color promotion in the fall and that production was in the "handful stage."

Admiral and Philco reportedly are in the doubtful column, principally because it takes money to promote color tv and neither company has been paying quarterly dividends. Westinghouse Electric, which has had a 22-inch glass tube color set, did not announce any departure from its limited production in disclosing its new line in Chicago last week.

As the *New York Times* headed a story Thursday on color tv manufacture: "Well, There Is RCA. . . ."

John L. Burns, president of RCA, told newsmen in Los Angeles Wednesday that several major manufacturers are planning to get into color on a large scale in the fall (see story this page). A week earlier, Robert A. Seidel, RCA executive vice president, consumer products, had specified five "major manufacturing competitors" to be ready for "big pushes" in color next fall [B•T, June 10].

Dr. DuMont spoke at a New York showing of the new DuMont radio-tv-hi fi receiver line. He was critical of color's style and design, noting, too, that color tubes are round—"If we had a round tube in black-and-white today, we couldn't give the sets away." For some time, Dr. DuMont publicly has put the color tv mass market off for some years—"The state of the art in color today is about like that of black-and-white 10-15 years ago," he reiterated Wednesday.

Tuning is difficult and there are an excessive number of adjustments for color tv sets, Dr. DuMont continued, describing a massive array of controls on color sets—three more on the front than on regular monochrome receivers; 12 on the back of the set; 12 for color inside the back of the set and 15 magnets to adjust around the picture tube. For the price of a color set today, the consumer can buy a hi fi and black-and-white console model, a portable tv set and a couple of radios—"furnish entertainment for the whole house," he said.

While he believes eventually color developments will bring the medium to the mass market, Dr. DuMont emphasized that monochrome is available for about a third of color's price and until the ratio is reduced considerably, DuMont will continue to concentrate on black-and-white production. The DuMont line included 17 receivers in 26 finishes, two combination tv-radio-hi fi consoles and four hi fi phonographs. Combinations sell for a suggested list of $1,200; lowest priced is a 17-inch portable set at $169.95.

Color Tv Now Ready For New Stage—Burns

COLOR television has "passed through the incubation stage" and is ready for the next period of rapid growth, RCA President John L. Burns said Wednesday at a news conference in Los Angeles, during his first visit to the city since he became president of RCA last March.

Admitting the process of bringing color tv to full flower "has taken longer than we anticipated," Mr. Burns said that the fact that this fall "at least a half-dozen of the major manufacturers are planning to get into color in a big way" is "a heartening development." It's tough for one company, no matter how large, to put over a project as big as this one, he noted, adding that RCA has already spent $100 million on color "and we'll spend whatever additional amount is necessary."

Competition among color set builders "will be a healthy thing for this new art and industry, just as it was for black-and-white television," Mr. Burns stated, but he said he could foresee no reduction in the price of color receivers in the near future. "We're losing money on every set we sell today," he commented, expressing the hope that RCA will get some of it back by selling components to the other set makers, who won't be able to undercut RCA in the retail price of color sets as long as they are dependent on RCA for components.

Cost of color sets is not a major deterrent to their distribution, Mr. Burns opined. Rather, he said, the problem is one of exposure. Too few people have seen color television, he said, and when they do they want it in their homes. He reported that during the five-week "Carnival of Color" test promotion campaign in Milwaukee in May [B•T, June 10] "tv sales increased almost 800%, from an average of 12 sets a week before the test to 106 sets a week.

"Home demonstrations resulted in sales of two sets out of three cases, as compared with an average for the home appliance field of about one out of three. We feel that the Milwaukee test demonstrated conclusively that public interest in color is higher than ever before, and that the public will buy color tv when the sets are properly exposed, demonstrated and promoted."

Mr. Burns said that there will be plenty of color programs on the air for set salesmen to use in their demonstrations. "This fall, NBC plans to convert practically all of its national nighttime attractions to color, with heavy concentration on the most-viewed and most-talked-about shows will stimulate even greater interest in color."

He admitted that colorcasts originating in the East and broadcast on the West Coast via film recordings using a lenticular base film have produced inferior results for both color and black-and-white reception. Recent improvements in the process have "substantially raised the level of performance," he said, commenting that both RCA and Eastman Kodak are "aggressively working" on further improvements and that they'll continue until the quality is as good as that of the original live telecast.

RCA is also working hard on its "compatible" magnetic tape recording process,

THIS is the custom-designed mobile unit used by Radio Monte Carlo for remote recording assignments. Basic ingredients are an Ampex 600 recording unit and a Citroen 19 automobile. The Ampex machine has been built into the dashboard (cut at left) for convenient operation by the driver. Other accessory equipment is arranged compactly within the driver's reach. Even the trunk is used to full advantage: note the microphone cord and power cables mounted on reels in the picture at right.

how to rate high with the small fry

Stations are finding that they have the kids transfixed whenever they show Bugs Bunny, Porky Pig, and the rest of the Warner Bros. cartoon gang. The ratings prove it — a healthy average of 15.6 in all markets rated by ARB so far. Here are the figures: KBTB, Denver, 10.7; KDUB-TV, Lubbock, 17.3; WABD, New York, 12.9; KPHO-TV, Phoenix, 12.0; KOIN-TV, Portland, Ore., 24.8; KUTV, Salt Lake City, 22.9; KENS-TV, San Antonio, 10.8; KFSD-TV, San Diego, 13.9; KRON-TV, San Francisco, 8.8; KFDX-TV, Wichita Falls, 22.1.

Sponsors all over the country are lining up to buy participations in these Warner Bros. cartoons — among them Post Cereals, Bosco, Kellogg's, Flav-R-Straws and Seven-Up, to name a few. To tie down the lively young audience in your area with Warner Bros. cartoons, write or phone

a.a.p. inc.

345 Madison Avenue, New York City — *MUrray Hill 6-2323*

CHICAGO: *75 E. Wacker Dr., DEarborn 2-4040*
DALLAS: *1511 Bryan St., RIverside 7-8553*
LOS ANGELES: *9110 Sunset Blvd., CRestview 6-5886*

Mr. Burns said. He declined to hazard a guess as to when this will be ready for use, but promised that as soon as it is ready "we will move rapidly to introduce its use on the West Coast." The two Ampex black-and-white tape recorders installed at NBC's Hollywood headquarters already are handling delayed broadcasts of a number of NBC-TV programs on the West Coast, he said, and also pre-record *Truth and Consequences* each weekday for transmission to the East. Eight more machines, to be delivered in December and January, will augment this service to the West Coast and also will help out in the Mountain Time Zone, he said.

Mr. Burns, in a discussion of the electronics industry, which before World War II meant radio only but in the last decade has mushroomed into an industry serving the American home, business and government in many diverse ways, reported that RCA today is doing more than 80% of its business in products which did not exist 10 years ago and predicted that 10 years hence "50% of our business will be in products not now in existence." Last year RCA's volume was $1.128 billion out of an electronics industry total of $11.6 billion, Mr. Burns said, adding the "confident expectation" that both totals will be nearly double 10 years from now.

Standard Coil Sues GE on Tuner

LITIGATION against General Electric Co. has been started in U. S. District Court, New York, by Standard Coil Products Co., charging infringement of a patent on Cascode tv tuners. Standard Coil states it is the largest tuner manufacturer and that the Cascode tuner was developed after long and costly research. It was described as having a low signal-to-noise ratio and as having risen quickly to nationwide popularity. The U. S. Patent Office recently settled Standard-RCA litigation over the tuner in favor of Standard, it was stated. Other suits are planned, according to Standard.

New Tube Permits Battery Tv

MULTI-TRON LAB., Chicago, announces development of a new cathode-ray tube permitting design of tv receivers operating from batteries. Based on a combination kit of transistors and tubes, the new tube applies the "pure-signal" tube principle, operating directly from diode or transistor output and eliminating the video amplifer in home receivers. Nicholas Glyptis, Multi-Tron president, said several manufacturers are expected to use the new tube design in home sets this autumn but he said complete circuit and component development for battery tv sets would not be ready before the first quarter of 1958.

Philco to Lease Equipment

PHILCO Corp., government and industrial division, has announced that clients now may lease equipment from one to five years rather than buy it outright. Products to be leased include television broadcasting and closed circuit equipment, electronic data processing system, microwave communications equipment and others.

RCA Counter Suit Against Philco Seeks $150 Million In Damages

TREBLE damages were sought from Philco Corp. in the U. S. District Court at Philadelphia last week by RCA in a counter suit that claimed Philco had "intentionally" infringed on RCA-owned patents on television receivers.

The action came in response to a Philco treble-damage suit filed against certain RCA patent practices last January which Philco had charged were in violation of the anti-trust laws. Both suits involved $150 million.

Specifically, Philco had claimed RCA required patent licensees to take out "package" licenses covering all patents in the receiver, tube, and related fields.

But RCA replied that it was formed in 1918 as a GE subsidiary "at the urgent request of the U. S. government in order to free American communications from foreign domination and to create a new American radio company." Because of this, RCA said that various cross license arrangements were then necessary to resolve "intolerable" patent deadlocks.

RCA also pointed out that the industry could have hardly "increased and multiplied at such a dynamic pace" had it been restrained by the patent practices alleged by Philco.

Then the firm proceeded to ask the court for triple compensation from Philco for its alleged infringements, the details of which "are not at this time sufficiently known to RCA." In this connection, RCA asked the court's permission to so amend its counter claim at a later date.

Kelley Warns of Tv 'X-Rays'

USE of boosters for aging television picture tubes converts them into sources of "mild X-rays," Dr. James B. Kelley, industrial research consultant for the New York State Commerce Department, warned last week at a Radiological Safety Conference in Buffalo. Dr. Kelley said the best thing for viewers, and particularly children, would be to sit six feet away. Television receiver voltage, he explained, is outside any control except voluntary restraint by manufacturers and repairmen. A standard black-and-white receiver operates with a transformer using 15,000 volts, but a booster for an aging tube uses 30-40,000, causing more gamma radiation, he explained. Medical X-rays, he said, start at 50,000 volts.

LONG LIVE THE TUBE

WSYR-TV Syracuse is credited with being the latest of the "exclusively few" tv stations in the nation to attain 25,000 hours of operation on each of two GE transmitter final amplifier tubes. In a joint announcement last week General Electric Co. and WSYR-TV pointed out that the tubes have been operating in a GE 35-kw transmitter for more than 18 hours daily during the past four years. Francis H. Thisse, assistant chief engineer for WSYR-TV, called the 25,000-hour goal "remarkable," because normal warranty for the tubes is 1,000 hours.

Siragusa Hails New Tv Tube As 'Longest Step Forward'

DEVELOPMENT of the new 110-degree-deflection, wide angle picture tube is "the longest step forward" for television in recent years, Ross D. Siragusa, president of Admiral Corp., told its international distributors' convention in Miami Beach last fortnight.

He predicted the flat tv wall picture is becoming a greater reality each day and should be perfected within 10 years. Bulky sets are kept out of living rooms in many homes because they dominate the decor and protrude too far from the wall, he said.

Pointing out the new 110-degree tube permits a seven-inch reduction in depth of tv cabinets, Mr Siragusa recalled that in 1951 initial 21-inch tv sets with 70-degree tubes had cabinets more than 27 inches deep.

"Three years ago we were able to chop almost four inches from the front to back measurement of a receiver with a 90-degree tube. Today, our industry is moving ahead with Seven League Boots. The sets with the 110-degree picture come in slimline cabinets less than 16 inches deep."

Admiral is using the new tube in all models of its 1958 line, including portables. Other manufacturers also have announced incorporation of the new tube in receivers in recent weeks.

MANUFACTURING SHORTS

RCA is making available its new round, all-glass shadow mask color tv picture tube to equipment manufacturers on limited basis. Company also announced addition of new tv picture tubes (90 degree) for receivers employing series-string heater operation. Tube's identification is RCA-14ATP4.

General Electric Co., Syracuse, N. Y., announced its 1958 line of tv receivers will include 10 basic models, with design variations bringing total to 19 sets. Suggested retail prices for sets, to be available this fall, are $189.95 to $259.95 for table models and $229.95 to $449.95 for consoles. Sets use newly-developed 110-degree deflection picture tube, making possible reduction in size of sets.

Minnesota Mining & Mfg. Co. has issued glossary of 99 hi-fi and tape recording terms, free upon request from company; Dept. M7-177, 900 Bush St., St. Paul, Minn.

Sylvania Electric Products Inc., Batavia, N. Y., announced introduction of its 1958 "Slimline" tv sets, consisting of four table models and four consoles, designed around 110-degree picture tube and 21-inch S-110 chassis. Suggested list price ranges from $179.95 to $289.95. Company also unveiled three new transistor portable radios, with suggested list prices from $39.95 to $49.95, and line of 12 high-fidelity phonographs, in-

PROOF of a great AREA TELEVISION MARKET

10th* in the U.S.

IN NUMBER OF NATIONAL-REGIONAL ACCOUNTS

* Rorabaugh Report (1st. Quarter 1957) 321 Stations reporting

45th TV Market*

* Television Magazine

WCIA CHANNEL 3

CBS

OFFICIAL CBS OUTLET FOR
CHAMPAIGN-URBANA
BLOOMINGTON
SPRINGFIELD
DANVILLE
DECATUR

George P. Hollingbery, Representative

KLZ

1st again in Denver

Latest PULSE* survey shows

KLZ HAS MORE 1st RATED 1/4 HOURS THAN ALL OTHER DENVER STATIONS COMBINED!

TWICE AS MANY AS THE SECOND PULSE-RATED STATION

3 TIMES AS MANY AS THE THIRD PULSE-RATED STATION

PUT KLZ's TOP-RATED *SELLING* PERSONALITIES TO WORK FOR YOU!

For the whole story call your KATZ man or Lee Fondren, station manager and director of sales—in Denver.

KLZ radio 560 kc

*February, 1957

CBS for the Rocky Mountain area. Represented by the Katz Agency.

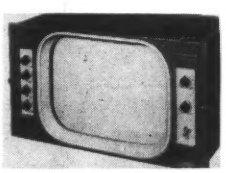
cluding remote speaker unit and tape recorders, priced at from $69.95 to $599.95. Sylvania also announced its tv and lighting products are being shown as representative of American industry at 26th Industrial Fair now in progress in Pozman, Poland.

RCA's electron tube division is developing new one-inch vidicon camera tube that is similar to existing RCA types but said to have much higher effective sensitivity. New developmental tube—for color or black-and-white tv—can be operated at signal-electrode voltages higher than current RCA types and thus provide a "substantial" increase in effective sensitivity. Tube also is intended for industrial use and is being sampled to equipment manufacturers. Firm also announced new general-purpose, multi-unit tube of 9-pin type containing medium-mutriode and a sharp-cutoff pentoble in one envelope has been developed for use in black-and-white and color tv receivers. New tube is RCA-6CU8.

Hotpoint Co., Chicago, is introducing tv receiver models incorporating new 110-degree picture tubes in its 1958 line of four table, seven console and two "lowboy" tv sets. Table and console units feature 21- and 24-inch tubes. Company introduced two new 14- and two new 17-inch portable models in lightweight cabinets last April, ranging in price from $139.95-$149.95 to $169.95-$179.95. Cost runs $189.95-$249.95 for table units and $229.95 up on consoles.

Sarkes Tarzian Inc., Bloomington, Ind., announces sale of complete studio facilities to KXLJ-TV Helena, Mont. Equipment includes complete film equipment, vidicon camera equipment, switching equipment and accessary video equipment.

Columbia Records introduced "radically improved" 1957 model of original Columbia "360," packaged high fidelity table model phonograph. Original size and curved front design are being retained, but new "360" is equipped with detachable matching brass-tipped legs so it can be used as table unit or floor model. Crossover network links third external speaker. Set is priced at $175.



◄ **General Precision Lab. Inc.,** Pleasantville, N.Y., announces new line of video monitors incorporating advanced features. Units provide bright, clear, high definition pictures for broadcast station or industrial and institutional tv picture presentation with GPL or other closed-circuit systems. Horizontal resolution of all models is in excess of 600 lines, while video bandwidth is flat to 8 mc ±2 db. Aluminized kinescope tubes in 14", 17" and 21" units have 70 degree deflection systems and 24" and 27", 90 degree systems. Covers or front panels of each unit can be removed for cleaning picture tube face and safety glass as well as for servicing.

WAAM

BALTIMORE

Channel **13** *ABC-TV*
BASIC NETWORK

announces the appointment of

BLAIR-TV
Televisions
First Exclusive
National Representative

as exclusive national representative

effective July 1, 1957

WAAM, INC. · TELEVISION HILL · BALTIMORE, MARYLAND

Sixteen Radio, Tv Shows Cited In Women's Federation Awards

RADIO-TV awards of the General Federation of Women's Clubs were made last fortnight at the national group's 66th annual convention in Asheville, N. C. Of the 16 broadcast citations, NBC took seven and CBS and ABC four each. All went to networks or networks and individuals, except the award given the Lutheran Church, Missouri Synod, for *This Is the Life*.

Mrs. Samuel J. McCartney of Narberth, Pa., chairman of the federation's communications department, stated that winners of the annual awards are chosen by the organization's membership. Recipients:

Radio

CBS—*World News Roundup* for excellence of radio presentation of subject; ABC—*The Voice of Firestone*, second consecutive year, for excellence of radio entertainment program; NBC—*Monitor* for excellence of radio educational program; NBC—*National Radio Pulpit* for excellence of radio program dedicated to spiritual values; ABC—*College News Conference* for excellence of radio program in which youth participated; CBS and Edward R. Murrow—*This I Believe* for excellence of radio program which promotes individual responsibility; NBC—*One Man's Family* for excellence of radio serial program.

Television

NBC—Chet Huntley and David Brinkley for excellence of television news presentation; NBC—*Father Knows Best* for excellence of television entertainment program; NBC—*Wide Wide World*, second consecutive year, for excellence of educational television program; CBS—*Lassie* for excellence of television program for children; ABC—*Crossroads*, second consecutive year, for excellence of television program stressing spiritual values; NBC—*Youth Wants to Know* for excellence of television program in which youth participates; CBS and Edward R. Murrow—*Person to Person* for excellence of television programs of informal interviews with notable personalities; Lutheran Church, Missouri Synod—*This Is the Life* for excellence of television program dedicated to spiritual values; ABC and Walt Disney—*Disneyland*, second year, for unique television program which appeals to adults, teenagers and children.

WLAC-TV Wins News Photo Awards

THREE first place awards in the annual Middle Tennessee News Photographers Assn. contest were won by staffers of WLAC-TV Nashville.

Joe Loughlin, news director, won first place awards in both the news and features categories. Newsreel photographers Joe Horton and Ronnie Bledsoe received a first place award in the documentary category. Mr. Bledsoe also won two second places in news and features and Mr. Horton took a third place in documentary. Hi Brown of WLAC-TV came in second in documentary and Dale Ernsberger third in news.

MRS. EDGAR G. SHELTON, wife of the assistant to the vice president of ABC, Washington, has just pinned the Army's Exceptional Civilian Service Award on her husband. Assistant Secretary of the Army Hugh M. Milton II is at left, and little Edgar Ames Shelton watches at right. The Army honored Mr. Shelton for service to the reserve program as director of the National Security Training Commission from 1951 to 1957. The award is the highest given to civilians and rarely is given to persons not Army employes.

Lindow Gets Red Cross Award

LESTER W. LINDOW, executive director of Maximum Service Telecasters, has received a certificate in recognition of his services as national vice chairman of the 1957 Red Cross campaign. The award was presented by E. Roland Harriman, Red Cross chairman, for Mr. Lindow's direction of the campaign in Michigan while vice president-general manager of WFDF Flint, Mich.

La.-Miss. AP Awards Made

ANNUAL news award winners have been announced by the Louisiana-Mississippi AP Broadcasters Assn. Jack Hill of KNOE-TV Monroe, La., won the organization's third annual newscaster contest, with Gene Goss of KWKH Shreveport and Lee Small of KNOE-TV following second and third, respectively. Station awards went to:

Louisiana—1 kw and under, five-minute newscast, first, KENT Shreveport; second, KSIG Crowley; third, KVPI Ville Platte; 15-minute newscast, first, KENT; second, KNOC Natchitoches; third, WTPS New Orleans.

Louisiana—Over 1 kw, five-minute newscast, first, WBRZ Baton Rouge; second, WJBO Baton Rouge; third, KWKH Shreveport; 15-minute newscast, first, WJBO; second, KNOE; third, WBRZ.

Mississippi—1 kw and under, five-minute newscast, first, WGCM Gulfport; second, WBLE Batesville; third, WCBI Columbus; 15-minute newscast, first, WCBI; second, WGCM, and third, WBLE.

Ludgin Honored by Chicago U.

THE U. of Chicago's first annual communication award was presented to Earle Ludgin, board chairman of the Earle Ludgin & Co. advertising agency, June 8 at the school's 1957 Communication Dinner. Mr. Ludgin was chosen as the "outstanding alumnus in the field of communication." Guest speaker at the dinner, first of its kind to be held by the university, was Leo C. Rosten, a member of the board of editors of *Look* magazine and a faculty associate at Columbia U.

Sarnoff, Paley, Texaco Honored

SPECIAL AWARDS for contributions in the field of music were made last week by the American Guild of Musical Artists to Brig. Gen. David Sarnoff, board chairman of RCA; William S. Paley, board chairman of CBS, and The Texas Co. Gen. Sarnoff was singled out for broadcasts of the NBC Symphony and presentations of the NBC Opera Company; Mr. Paley for CBS Radio's broadcasts of the New York Philharmonic-Symphony Orchestra, and The Texas Co. for its sponsorship of the Metropolitan Opera broadcasts on the American Broadcasting Network.

Abrams Gets Enterprise Award

BENJAMIN ABRAMS, president, Emerson Radio & Phonograph Co., Jersey City, N. J., was one of nine who received American Success Story awards from the Free Enterprise Awards Assn. last month in New York. Mr. Abrams' citation stated that he had "won an enduring place in the history of American endeavor . . . symbolizing the success possible under our free enterprise system." An immigrant from Rumania, Mr. Abrams built Emerson from a $200 investment in 1915 to its present $80 million annual sales level. Awards are made by the non-profit association to outstanding businessmen and women, selected by a board of editors and business leaders. Ceremonies were held May 28 at the Waldorf Astoria.

AWARDS SHORTS

Westinghouse Broadcasting Co. Inc. received special honor from officers and directors of Greater Boston Chamber of Commerce, as "Excellent Corporate Citizen."

MCA-TV's *Doctor Hudson's Secret Journal*, syndicated film series starring John Howard, cited by House of Delegates of American Medical Assn. for its "outstanding contribution to the public interest and welfare."

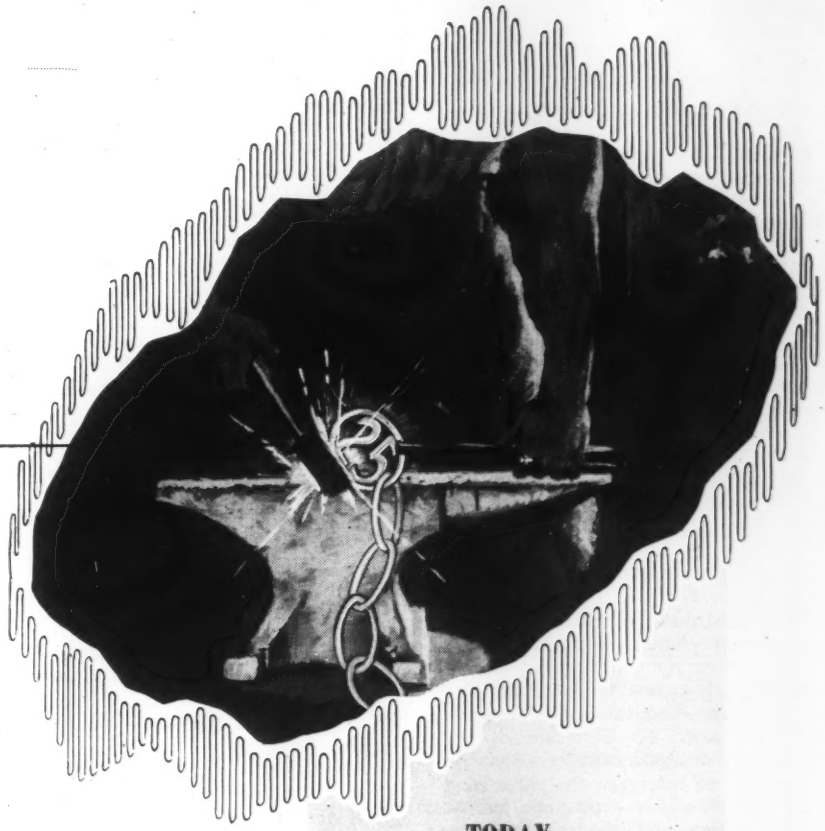
Brig. Gen. David Sarnoff, chairman of board, RCA, received honorary degree of Doctor of Laws from U. of Rhode Island.

Jack Denove, Jack Denove Productions Inc., N. Y., received George Washington Honor Medal from Freedoms Foundation for his half-hour musical film, *See You at the Polls*.

Daniel E. Noble, executive vice president, Motorola Inc. (Chicago set manufacturer), awarded honorary doctor of science degree at Arizona State College, Tempe, Ariz., for contributions to electronics and "advancement of modern living and national security."

WRCV-TV Philadelphia awarded plaque by *Philadelphia Story Magazine* for its *Color Recital* series "which brings fine arts to viewers. . . ."

FORGING THE SILVER LINK IN OUR CHAIN OF YEARS!



Yesterday the properties of our existence were essentially the same as they had been for over a decade. The microphone, the transmitter, the talent, the programming . . . everything was there as always before. Only their size and shapes and scope had been changed over the years. And yet, at the stroke of an hour, all of this passed into a new era at CKLW. The silver year of our first quarter century of broadcasting service to this region arrived this month. We greet this milestone with the mixed emotions of youth, yet with a solemn pledge for the continuation of the causes, the virtues that have been responsible for this station's growth. Our great pride in fashioning this man-made chain of business events in such a successful manner is best exemplified by the blacksmith who hand-fashioned; determined always to create a finer product. Today, we pledge again to stay eternally young, and search always for new and modern ways to be of advantage to your promotion program.

TODAY
THE FINEST IN
RADIO ENTERTAINMENT

CKLW and the MUTUAL network now bring listeners the most informative and entertaining news and music line-up in their history!

●

MUTUAL network world news every half hour during CKLW's broadcast day.

Such reporters as:

FULTON LEWIS, JR.
GABRIEL HEATTER
CEDRIC FOSTER
CHARLES WARREN
STEVE McCORMICK
HOLLAND ENGLE
LES HIGBIE
WALTER COMPTON
SAM HAYES
MATHEW WARREN
JOHN SCOTT
ED PETTIT

●

CKLW local news every hour on the hour by:

AUSTIN GRANT
JIM VAN KUREN
TERENCE O'DELL
DICK SMYTH

●

MUSIC round the clock from Mutual and CKLW's own:

TOBY DAVID
EDDIE CHASE
BUD DAVIES
RON KNOWLES
SLEEP WALKER SERENADE

— with fashion, beauty, and household news for ladies by

MARY MORGAN
MYRTLE LABBITT

50,000 WATTS

CKLW

800 ON YOUR DIAL

GUARDIAN BLDG., DETROIT

J. E. CAMPEAU
President and General Manager

ADAM YOUNG, INC.
National Representative

Craven Warns Radio-Tv On Self-Inflicted Ills

BROADCASTERS who run to the government to bail them out of economic crises due to their own bad business judgment are the industry's worst enemies, FCC Comr. T. A. M. Craven said Friday in an address to the Maryland-District of Columbia Radio & Tv Broadcasters Assn., meeting at Ocean City, Md.

Taking the position that broadcast freedoms are threatened, he cited the "Blue Book" program standards of a decade ago, the FCC's full-scale probe of broadcast business aspects and the investigations by committees of Congress. All these, he said, are aggravated "by certain elements of the broadcast industry itself."

Comr. Craven called for a realistic approach to the pay-tv problem, proposing field demonstrations to find out if the public wants the service [CLOSED CIRCUIT, June 10]. He reminded he is enjoined by the Communications Act "to study new uses for radio, provide for experimental uses of frequencies and generally encourage the larger and more effective use of radio in the public interest." The FCC already has agreed a trial demonstration is necessary. "We need only to determine the parameters of that trial," he said in explaining that the principle has been established and only details remain to be worked out.

Those who figure the public will reject pay tv, he said, should reflect on the impact of community antenna systems and the fact that over 200 applications for closed-circuit tv franchises have been filed in recent months.

Laurence A. Roslow, associate director of The Pulse Inc., described the firm's interview technique and explained the value of results obtained from a probability sample.

George E. Blechta, vice president of A. C. Nielsen Co., predicted the electron will some day provide the key to instantaneous measurement of broadcasting audiences. He suggested that the station manager eventually may have a meter in his office that provides a second-by-second index of the size of the audience, just as decibel meters measure audio loads.

AAW Convention June 23-28 To Be Held in Honolulu

THE 1957 Advertising Assn. of the West convention will be held in Honolulu from June 23-28.

The opening session will include welcoming speeches by "King Kamehameha," Honolulu Ad Club President Gordon Chadwick and Neal S. Blaisdell, mayor of Honolulu. This convention day, Tuesday, June 25, also will include an address by Samuel Wilder King, governor of the Territory of Hawaii, on "Hawaii's Importance to Pacific Commerce."

Highlights of the convention, which will mix business and pleasure, are the June 26 panel discussion on "Advertising at Work Among the Nations of the Pacific," with selected speakers from various Pacific nations and moderated by Harry A. Lee, vice president of J. Walter Thompson Co.; the discussion on "New Developments in Advertising Media," to be held June 27 with speakers selected from various media and moderated by Robert E. Mangan, vice president of BBD&O; and the June 27 closing luncheon address by an as yet unannounced "internationally famous" speaker.

On Friday, June 28, the convention golf tournament will be held at Oahu Country Club.

TvB Boosts Tv 'Mat' Service For Modest-Budgeted Retailers

AS PART of its continuing campaign to garner for television a larger percentage of the retail advertiser's dollar, Television Bureau of Advertising's retail sales unit is concentrating its efforts on a new television "mat" service method it has devised.

Lisa Gentry, head of the co-op department for TvB, reported the bureau has instituted the service at the suggestion of several tv station operators who feel that manufacturers of goods sold in retail stores, dealers and the outlets themselves shy away from using tv because they consider film too expensive. It was suggested that a simplified, inexpensive mat service be conceived, patterned after the one that manufacturers send to local dealers for print advertisements.

Miss Gentry and Howard Abrahams, TvB director of retail sales, hit upon the idea of a "video-audio" card. (See cut.) This is a card which firms can prepare from their regular print media art work and convert into a "proof" which stores can use. Instructions to the tv stations are provided at the top of the card, covering use of the material as a studio card, a telop or as a slide.

For the past month, Miss Gentry has been promoting the "video-audio" card to manufacturers, suggesting that they incorporate it into their mat service to dealers. At the same time, Mr. Abrahams has been extolling its merits in talks with owners of retail establishments and in speeches before trade associations, suggesting that they recommend to manufacturers that such a service be extended to them.

Although it's still too early to give an indication of the efficacy of the service, Miss Gentry said TvB is confident about its soundness. The initial move, she said, is an educational job to the manufacturers, local dealers and stores to persuade them that television can be used at a reasonable cost and with simplified production.

Tv Academy May Urge Tv City for New York

PLANS for creation of a Tv City in New York—more or less dormant the past few months—popped back into the spotlight last fortnight as an-otherwise routine membership meeting of the New York chapter, Academy of Tv Arts & Sciences, erupted into a verbal free-for-all debate on the present status of tv in New York.

The matter first came up after Tex McCrary Jr., NBC and WRCA-AM-TV New York personality and New York public relations man, called for stepped-up membership recruitment to give the tv industry "muscle." Mr. McCrary is a member of the ATAS board and chairman of the membership committee.

But others felt "muscle" or physical strength could not be gathered at a time when there was a noticeable shift of tv creative personnel from New York to Hollywood. Heated debate ensued, in which such varied items as next season's "deplorable" program lineup, program "censorship" and the lack of physical equipment came up for discussion. At its conclusion, a number of ATAS members framed an "angry resolution"—to quote an ATAS spokesman—calling upon television to resist the blandishments of Hollywood and stay in New York. This was tempered to read "to keep the tv industry vital and growing in New York."

Specifically, ATAS as an organization was challenged by its own members to back a move to build a Tv City in metropolitan New York, thus scotching Hollywood's proposition that only the West Coast can provide suitable physical facilities for a burgeoning tv industry. (Privately, the members fear the death of live tv.)

Mr. McCrary told the group that he wanted "to make it perfectly clear" that he himself was "financially involved" with just such a tv city construction plan, thus felt it "inappropriate" to "instigate or encourage" the drafting and submission to the ATAS board of such a formal resolution as that called for. (Mr. McCrary referred to his 10-year old effort to "discover and develop" a site for the construction of a Tv City. He was appointed chairman of a special committee to look into this matter by former New York Mayor William O'Dwyer. Presently, his PR firm represents Webb & Knapp, headed by William Zeckendorf who, together with showman Billy Rose, is "seriously" working on plans to build just such a "city" in midtown Manhattan.)

However, this "financial involvement" did not prevent Mr. McCrary from making known where he stood. He said that the Academy should pursue this matter of getting municipal support for such a project from the present mayor, Robert F. Wagner Jr., and his colleagues at City Hall. He reminded ATAS members that "there is no better time to call on the mayor than in an election year." Mr. Wagner is up for re-election this fall.

How far will ATAS go at the present

EDGAR KOBAK

341 PARK AVENUE, NEW YORK 22

TELEPHONE: MURRAY HILL 8-2727

Board of Directors
National Association of Radio and
Television Broadcasters
Washington, D. C.

June 3, 1957

Gentlemen:

This not-too-tired, retired director of the NARTB would like to submit some thoughts for your consideration that may help strengthen our association and improve the service to the membership and to the broadcasting business, primarily, in the best interest of the listening and viewing public. There is a need for open minds to review where we have been—where we are—and how to get where we are going to be sure we serve the public in the best manner possible. We must live up to our responsibilities as licensees. Here they are in topical form:

1. Separate associations for radio and television.
2. Set up strong program divisions for each association to assist members in program planning and program services. Programs are our number one responsibility.
3. Relocate the main office outside of Washington.
4. Review the work of committees—add new committees—disband those not needed should any have outlived their usefulness.
5. Review financial structure and dues. Do away with discounts for multiple ownership.
6. Review the Code Committee's operation and strengthen where necessary. Self regulation can and must succeed or we will be subject to regulation by default.
7. Hold separate conventions for radio and television.
8. Review public relations activities.
9. Separate Freedom of Information work for radio and television. Speed up work on the manual for station and network operators.
10. Elect chairman for each association from Board membership as at present. Chairmen should not be paid association executives.
11. Be prepared to fight Toll-Radio if this is the will of the members. Toll-Radio will come if Toll-TV gets a test approval.
12. Get out our own Blue Books (select your own color) for radio and television as a challenge to licensees.
13. Review whether conventions should feature a Federal Communications Commission panel.
14. Set up an advisory council for radio and for television.
15. Review the work of relations with government, state and city agencies.
16. Arrange for media research committees to meet with the Advertising Research Foundation to avoid duplication, waste of time and money and association-controlled research. There is danger of setting up research controlled by media without working with advertisers and advertising agencies. Help underwrite this important work through the ARF.
17. Review relations with Radio Advertising Bureau and the Television Advertising Bureau.
18. Give leadership to broadcasters on the subject of editorializing.
19. Set up awards for excellence in key fields of endeavor to inspire people in the business to do better work.
20. Use advertising by the associations to tell our story—to back up publicity and public relations. Help members in this endeavor. We believe in advertising—let's show it as an association by spending money for advertising.
21. Have financial information secured from stations handled by outside audit firm to secure greater response—better facts.
22. Some members resign when they are not happy. They should stick and fight for improvements. When a member is on the outside he can do little to help strengthen the important work to be done.

The foregoing points are only a starter. Ask for more ideas and suggestions to do a better job. Appoint one or more committees to analyze the problems using Board members and non-Board members. Much good work is being done but it has to be better. There is no better time to start than right now to take a close look and to take action. We must raise standards and improve quality. The business ethics of our industry are slipping. We live in a goldfish bowl—let's make it the cleanest and best-looking bowl there is. There is gold in that bowl and to earn it we must do right. And the greatest reward is in serving others well. Let's do a better job.

Sincerely,

Edgar Kobak

Director, WTWA Thomson, Georgia

Oh yes—a P. S. to BROADCASTING • TELECASTING—Congratulations on joining the Audit Bureau of Circulations and the Associated Business Publications.

time in supporting such a plan? Bearing in mind that it may risk offending the West Coast chapter, ATAS will move cautiously. Spokesmen for the organization told B•T late Thursday that the matter would first have to be fully discussed by the executive board when it meets later this month.

Oklahoma Libel Relief Passed

LEGISLATION relieving broadcasters from liability for slanderous statements made by political candidates, who cannot be censored, has been signed by Gov. Raymond Gary, of Oklahoma. Gov. Gary said he felt it unfair to hold stations responsible when they are forced to let a candidate use their facilities. Oklahoma Assn. of Broadcasters was active in promoting consideration of the bill when it was before the legislature. Leo Morris, WBBZ Ponca City, OAB president, conferred with legislators and Gov. Gary on the problem.

New Mexicans Name Kendrick

C. O. (KEN) KENDRICK, general manager and co-owner of KVBC Farmington, N. M., was elected president of the New Mexico Broadcasters Assn. at its spring meeting in Deming, N. M. Other officers elected: Jim Duncan of KSIL Silver City, Wayne Phelps, KALG Alamogordo; John Burroughs, KENM Portales; Dave Button, KSVP Artesia; Gar Packard, KTRC Santa Fe, and Bill Mickel, KOB Albuquerque.

LARGEST AUDIENCE

OF ANY STATION IN IOWA OR ILLINOIS (outside Chicago)

According to Nielsen Coverage Service, WOC-TV Leads in ALL Categories: Number of Homes Reached Monthly, Number Reached Weekly . . . Weekly and Daily Daytime Circulation; Weekly and Daily Nighttime Circulation.

WOC-TV Coverage Data —

Population	1,583,800
Families	489,700
Retail Sales	1,934,984,000
Effective buying Income	2,686,413,000
Source	1957 Survey of Buying Income (Sales Management)
Number TV Homes	317,902
Source	Advertising Research Foundation

WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio-Des Moines

The Quint-Cities Station—Davenport and Bettendorf in Iowa: Rock Island, Moline and East Moline in Illinois.

WOC TV

Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Wodlinger, Res. Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

California State Broadcasters Plan to Demonstrate Courtroom Tv

PLANS to demonstrate to the California Bar Assn. how radio and television can operate in a courtroom by coverage of an actual trial have been approved by the board of the California State Radio & Television Broadcasters Assn. as part of a campaign to win for the broadcast media access into the state court on an equal basis with newspaper reporters.

A bill to that effect lost any chance of passage during the present session of the state legislature when the State Senate referred it to an interim committee for further study. The measure was opposed by the state bar association, which like the national lawyers' organization has held steadfastly to the belief that the introduction of microphone and camera into the courtroom would be a threat to courtroom decorum and judicial dignity.

The midyear meeting of the CSRTBA board, held June 6 in Sacramento, named Robert J. McAndrews, KBIG Avalon, and Loyd Sigmon, KMPC Los Angeles, as co-chairmen of the group's annual convention, to be held in Los Angeles in November. The meeting is planned as a two-day affair, the first day to be devoted to business sessions and the second to social activities.

SCBA Re-elects Incumbents

A STRONG vote of confidence in the past year's conduct of Southern California Broadcasters Assn. affairs was registered by SCBA members, who re-elected every incumbent candidate for another term, returning three officers and five board members to office for the 1957-58 season. The sole newcomer in the organization's official line-up is Treasurer Robert J. McAndrews, KBIG Avalon, elected to fill a post left vacant by the resignation in the spring of Thelma Kirchner, KGFJ Los Angeles.

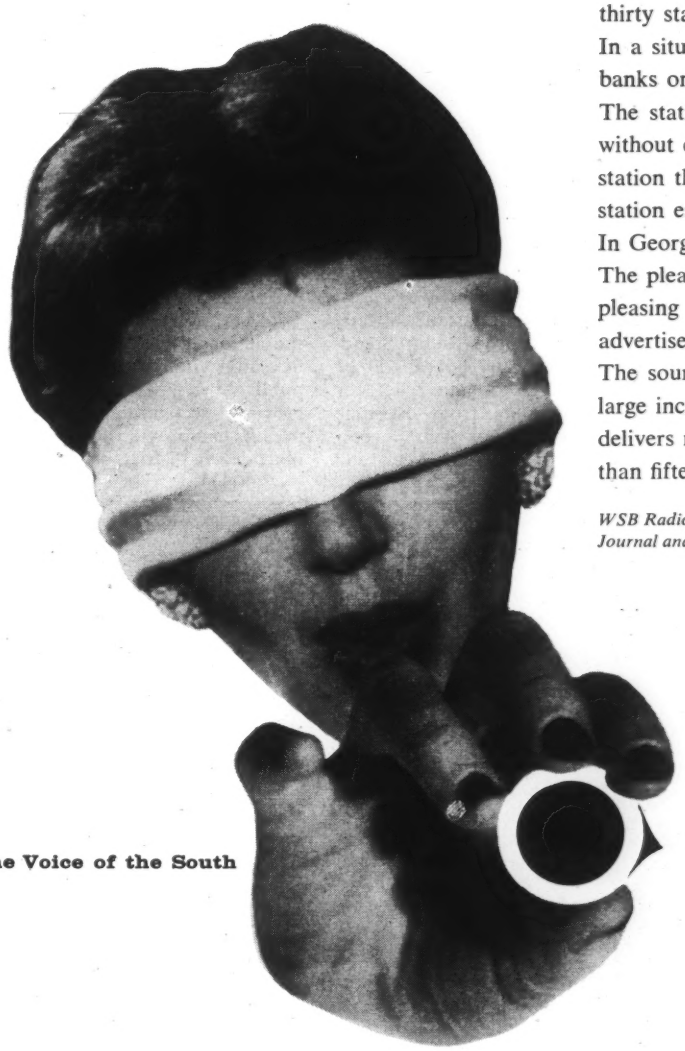
Re-elected were Loyd Sigmon, KMPC Los Angeles, chairman; Howard Gray, KGIL San Fernando, vice chairman; John Hansen, KABC Los Angeles, secretary, and board members Herb Comstock, KAVL Lancaster; Norman Ostby, Don Lee-MBS; Gred Ruegg, KNX Los Angeles; Calvin J. Smith, KFAC Los Angeles, and Ernest O. Spencer, KWIZ Santa Ana.

Virginians Elect Lindberg

CARL L. LINDBERG, WPIK Alexandria, was elected president of Virginia Assn. of Broadcasters at its closing session June 7, in Richmond. [B•T, June 10]. He succeeds Emerson J. Pryor, WDVA Danville. Other officers elected by VAB were Milton B. Henson, WREL Lexington, vice president; Thomas P. Chisman, WVEC-TV Hampton, secretary-treasurer. Elected directors were C. T. Lucy, WRVA-AM-TV Richmond; Hamilton Shea, WSVA-AM-TV Harrisonburg; Robert H. Smith, WCYB-AM-TV Bristol; Charles P. Blackley, WTON Staunton; Richard F. Lewis Jr., WINC Winchester, and Mr. Pryor.

So many listeners tell us
that without even seeing the
dial they know they are
tuned to WSB Radio.

Atlanta's WSB radio SOUNDS different...



In the Atlanta metropolitan area there are thirteen radio stations. There are some thirty stations within the immediate vicinity. In a situation like this the astute time buyer banks on a truism in the broadcasting business: The station which people can identify without even hearing the call letters is the station the people follow. Invariably, this station enjoys the lion's share of the tune-in. In Georgia, *that station is WSB Radio.* The pleasing sound of WSB Radio creates pleasing results for advertisers—helps advertisers reach more people for less money. The sound of WSB Radio—teamed with large increases in population and set-homes—delivers more audience per dollar than fifteen years ago.

WSB Radio and WSB-TV are affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry.

The Voice of the South

WSB / RADIO

WHOL's Chambers Lauds C.C.A.

Allentown, Pa.—"I'm not surprised to learn that stations all over the country are having outstanding success with Community Club Awards," writes James F. Chambers, manager of WHOL.

MR. CHAMBERS

In a letter to John C. Gilmore, Vice President of Community Club, Chambers states, "CCA was by far the most successful single promotion in WHOL's history.

"Only once in local history did our two largest food chains fight to be first to sign a $500 a week contract. That was CCA."

Chambers adds, "At WHOL, Community Club Awards mean profits and promotion PLUS."

COMMUNITY CLUB AWARDS

Box 11296
NORFOLK, VA.
Phone: MA 2-4842

You're in good company on WGN-RADIO Chicago

Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

NARTB Boards Face Full Agenda This Week

LEGISLATIVE and regulatory threats to broadcast operations and efforts to obtain greater access to broadcast coverage of public events will be included in a long list of topics to be discussed Wednesday-Friday by the joint NARTB Radio and Tv Boards, meeting at the Mayflower Hotel, Washington.

Wide interest has been shown in proposals to develop standard circulation audit machinery for television and radio (see story, page 35). The coverage projects will be discussed by the Television Board Wednesday and the Radio Board Thursday. The boards will meet jointly Friday.

The joint board will review plans for the eight regional conferences Sept. 16-Oct. 25. Preliminary plans for the 1958 industry convention in Los Angeles, April 27-May 1, will be reviewed. Donald N. Martin, public relations assistant to President Harold E. Fellows, will outline steps taken to tell the industry's story to the nation.

At the Radio Board meeting the chairman and vice chairman of the board will be elected for the year, to succeed John M. Outler Jr., WSB Atlanta, and Herbert L. Krueger, WTAG Worcester, Mass., respectively. The board will go over progress made in the FCC's consideration of a petition for remote operation of all stations, regardless of size or power. George C. Hatch, KALL Salt Lake City, will report on work of the Radio Transmission Tariffs Committee.

Worth Kramer, WJR Detroit, will report to the Radio Board as chairman of a special committee to implement the Radio Standards of Good Practice. The board will be told of NARTB efforts to gain relief for small market broadcasters from overtime provisions of the Wage-Hour Act. Success of last month's National Radio Week and plans for next year's observance will be reviewed.

Coming before the Tv Board will be an outline of work done to carry out the board's policy on behalf of preservation of existing channels for free programming. The staff will give its estimate of the social implications and other factors involved in pay tv. William B. Quarton, WMT-TV Cedar Rapids, Iowa, will report as Tv Code Review Board chairman on increased monitoring activity. The code group meets today (Monday).

Also on the tv agenda are a report on Television Allocations Study Organization; transmission tariffs committee efforts toward lower costs for intercity relays and a review of plans for National Television Week Sept. 8-14.

NARTB's Bell Asks Speed-up Of Fight for Radio-Tv Access

BROADCASTERS must speed up their efforts to break down the barriers against electronic coverage of public proceedings, Howard H. Bell, assistant to the NARTB president, told the Florida Assn. of Broadcasters Friday at its Miami Beach meeting.

"We must educate public officials and demonstrate our ability to cover court trials and other proceedings in a proper and dignified manner," Mr. Bell said. He cited progress gained in the Florida House of Representatives, which permits radio-tv coverage of sessions, but pointed that Canon 35 of the American Bar Assn. still works against broadcast coverage of court trials.

"The public is entitled to hear and see the actions of its elected and appointed officials on vital issues which are, in fact, the public's business," he said. He referred to growing recognition that electronics apparatus can provide coverage which does not obtrude on district proceedings.

REPRESENTATIVES of American Women in Radio & Television wave goodbye as they leave for a week's junket in Venezuela [B•T, May 20] as guests of the Creole Petroleum Corp., southern affiliate of the Standard Oil Co. of New Jersey. The departing party includes (l to r) Helen Hall of NBC's *Monitor;* AWRT President Edythe Fern Melrose, WXYZ-AM-FM-TV Detroit; Fran Riley, AWRT publications editor and radio-tv publicist of Ted Bates & Co., New York; Edna Lizabeth Seaman of WFBC Greenville, S. C., and Anne D. Riobo of Creole Petroleum, hostess for the group.

LI'L ABNER with Edith Adams, Peter Palmer, Howard St. John, Stubby Kaye and Charolette Rae

"A PACKED HOUSE EVERY PERFORMANCE"

Around some station areas, a spot franchiser's saturation campaign never had it so good! For example, WICU . . . loaded with neat network and local originations programmed to the territory, keyed to reach every segment around the vital Erie market area.

A LOOK AT THE BOX OFFICE*

SHOW	NATIONAL	WICU
Code 3	13.0	**50.0**
Groucho Marx	33.6	**50.5**
Jane Wyman	26.0	**52.0**
Dragnet	24.1	**49.3**
Life of Riley	23.5	**48.0**
George Gobel	23.1	**47.5**
Big Story	22.5	**49.8**
Perry Como	31.9	**48.9**
On Trial	20.8	**48.0**
Your Hit Parade	23.2	**45.8**
Kraft TV Theatre	23.4	**46.3**
Blondie	19.9	**47.3**
People Are Funny	21.3	**46.0**
Playhouse of Stars	22.8	**45.8**

*Telepulse March, 1957

Out here things are booming and bulging at the seams. New beach facilities . . . industrial expansion . . . thru-way building . . . heaps of contracts bubbling, boiling and basting into the millions of dollars . . . and just the place for your account!

Ideally situated in this hub of activity, WICU is the only VHF station within 100 miles (covering 3 states and 2 counties) with several prize ratings worthy of an exhibition. (See trophy case).

Now's the time to call your Petry man or Ben McLaughlin, WICU's General Manager, and suggest luncheon. While he's checking his Diners' Club card, have him run over some facts and get you through the door where "a packed house is mighty like a home!"

WICU ERIE, PA. CHANNEL **12**

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By

EDWARD PETRY AND CO., INC.

New York • Chicago • Atlanta • Detroit • San Francisco • St. Louis • Los Angeles

DOMINANCE

There are all kinds, but KTTV created an unprecedented kind of dominance by walking off with **four 1st Place Awards** in the annual station competition sponsored by **The Billboard:**

For the best job of promoting a syndicated film series (Code 3)

For the best job of promoting a feature film series (Colgate Theatre)

For the most effective job of programming TV film shows

For the most outstanding job of selling national and regional advertisers

Any one of 480 television stations selling time today could have won these awards, but only one did ... **KTTV.**

These awards are negotiable. Ask your Blair man how KTTV can convert this dominance into money...

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

Conkling Leads Organization Of Record Industry 'Academy'

JAMES B. CONKLING, former president of the Record Industry Assn. of America, and of Columbia Records, has announced steps are being taken to form a non-profit industry "academy" along lines of those in the television and motion picture industries. Acting on requests by representatives of the industry, Mr. Conkling reports meetings have been held on both coasts by vocalists, conductors, art directors, engineers, arrangers, composers, producers, directors and instrumentalists.

Working with Mr. Conkling on the National Academy of Recording Arts & Sciences founding committee are Sonny Burke of Decca; Doris Day, Columbia; Lloyd W. Dunn, Capitol; Dennis Farnon, RCA Victor; Milton Gabler, Decca; Richard Jones, Capiton; Jesse Kaye, MGM Records; Axel Stordahl, arranger-conductor and Paul Weston, Columbia. Mr. Conkling is working in a temporary capacity until prospective members elect officers and executives.

Bay Area Group Incorporates

THE Bay Area Independent Broadcasters' Assn., organization of California stations formed two years ago to bargain with labor unions, has been incorporated in California, according to J. G. Paltridge of KROW Oakland, president of the group. In addition to its original function, BAIBA has been serving as a clearing house for public service announcements, and is planning to sponsor a radio-equipment show this month. Officers, besides Mr. Paltridge, are Irving Phillips of KYA San Francisco, vice president; William D. Shaw of KSFO San Francisco, secretary; Bud Foster of KLX Oakland, treasurer, and Laurence P. Corbett of the law firm of St. Sure, Moore & Corbett, counsel.

Rossman Heads Recording Assn.

IRVING ROSSMAN, director of sales, Pentron Corp., Chicago, was elected president of the Magnetic Recording Industry Assn. at its annual meeting held in Chicago recently. Elected to serve with him were Arnold Hultgren, American Molded Products Co., Chicago, vice president; Charles L. Dwyer, Webster-Chicago Corp., treasurer, and Herman Kornbrodt, Audio Devices Inc., New York, re-elected recording secretary. Joseph F. Hards of Magne-Tronics Inc., New York, retiring president of the association, and Victor Machin of Shure Bros. Inc., Chicago, were named to the board.

MR. ROSSMAN

California Women Seat Officers

NEW officers of Radio & Television Women of Southern California were installed Friday at a banquet at the Hollywood Roosevelt Hotel. They are: president, Dorothy L. Winter, BBDO; first vice president, Claire Hughes, KWKW Pasadena; second vice president, Betty Hartlane, KABC-TV Los Angeles; corresponding secretary, Mary Hickox, commentator, *Feminine Touch* on KFI Los Angeles; recording secretary, Milano Kay, actress; treasurer, Mitzi Mee, KLAC Los Angeles. Board members for the 1957-58 term are Caroline Leonitti, charm school operator; Betty Turbeville, KCOP (TV) Los Angeles; Gerry Day, writer; Lee Atkinson, Concord Co.; Helene Heigh, actress.

Kahl Heads N. Y. AMA Group

ROBERT E. KAHL, Borden Co. national advertising manager in charge of merchandising and research, has been elected president of the New York chapter of the American Marketing Assn., and will take office officially for his one-year term July 1. He succeeds Herbert Breseman, *Life* magazine director of research.

Other new officers are: vice president, Joseph B. Doyle, General Foods; secretary, John E. Murphy, Bristol-Myers; treasurer, Morton M. Vitriol, Hiram Walker; assistant secretary, Wallace Lepkin, Erwin, Wasey & Co.; assistant treasurer, Vernon Hitchcock, *Life* magazine. Elected directors were Henry Halpern, McManus, John & Adams, and Howard T. Hovde, Econometric Institute.

NARTB to Ask Tax Changes

PROPOSED changes in the Internal Revenue Service's formulas for depreciation of broadcast equipment will be submitted to the service by NARTB this month. The association will propose ways of bringing the 15-year-old Bulletin F rates into line with industry progress. The service has asked for industry views.

A dozen representatives of networks and stations met last Tuesday at NARTB Washington headquarters with Robert L. Heald, chief attorney. They reviewed the present 10-year basic depreciation formula, which includes a four-year plan for tv equipment. The NARTB presentation will show the high rate of obsolescence for broadcast equipment along with competitive angles, life span of various equipment items, low salvage values and continuous development of the art.

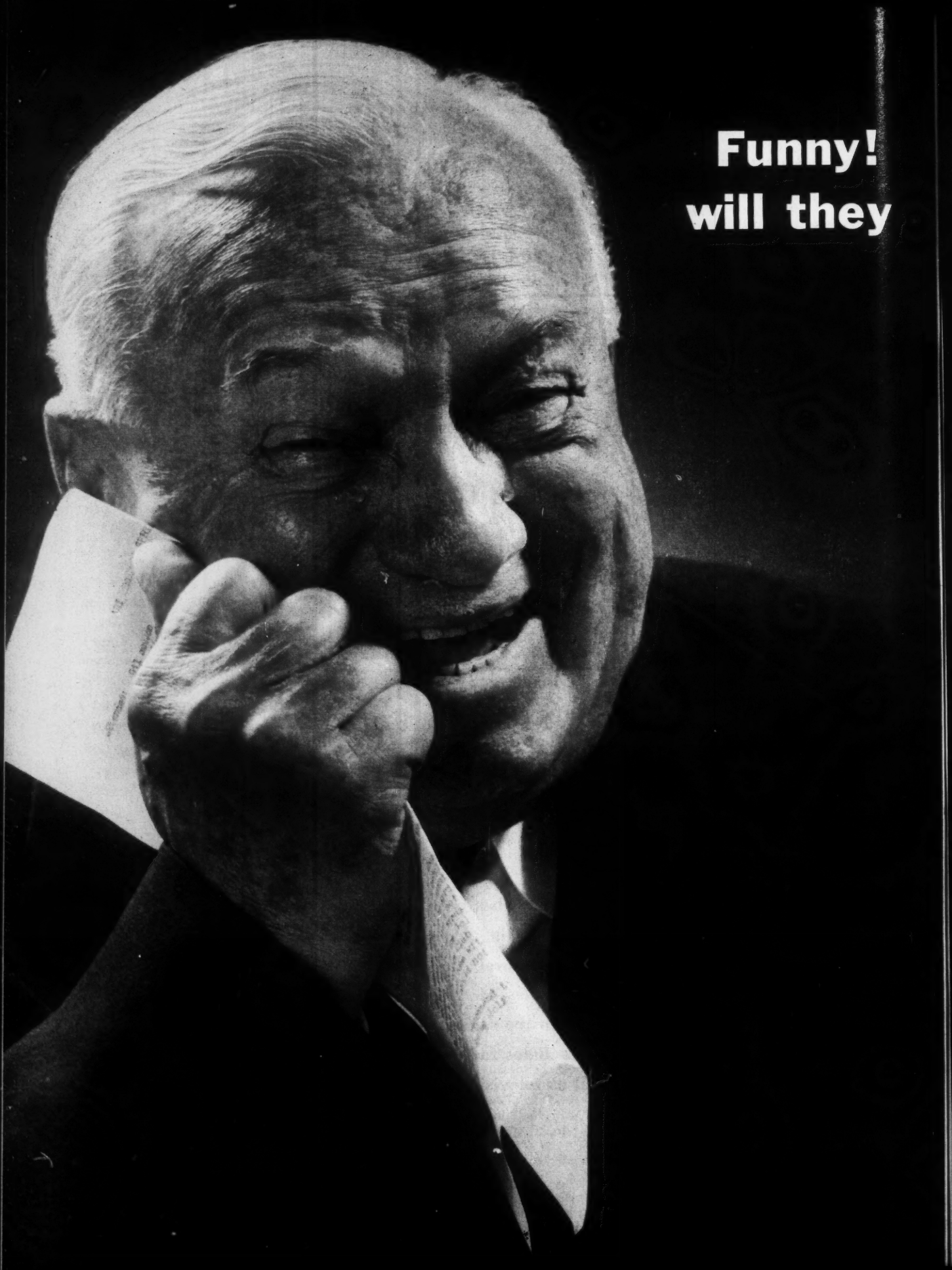
Detroit Adcraft Elects Kramer

WORTH KRAMER, vice president and general manager of WJR Detroit, was elected president of the Adcraft Club of Detroit by unanimous vote at its spring election meeting. He had been first vice president and is succeeded in that post by John E. Nielan of Hearst Advertising Service Inc., representation firm. Also elected: Edward F. Sullivan, account executive, McCann-Erickson Inc., second vice president; Wendell D. Moore, director of advertising and merchandising, Dodge Div. of Chrysler Corp., secretary to the board, and Robert G. McKown, assistant to the president of D. P. Brother & Co. advertising agency, re-elected treasurer.

John H. DeWitt, Jr., President
WSM and WSM-TV, Incorporated
announces the appointment of

Hi Bramham
as
Commercial Manager
WSM-TV

Mr. Bramham has been Local Sales Manager of WSM-TV for the past seven years. In his new capacity he will have direct supervision of all national and local sales. He brings to his new position a comprehensive sales and advertising background which includes radio, and outdoor advertising as well as television.


Funny!
will they

But—
all laugh?

TV comedy is not a funny business. What seemed hilarious at a story conference can fall flat at airtime. Film can help here—in many ways! With film, pre-testing is easy . . . laughs can be measured, highlighted—"fluffs" cut out . . . stations and time lined up with far more control. That's why a *good* comedy show on EASTMAN FILM.

For complete information write to:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Ave.
New York 17, N. Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or W. J. GERMAN, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J.; Chicago, Ill.; Hollywood, Calif.

Be sure to shoot IN COLOR . . .
You'll be glad you did

HARRISON, LABUNSKI NEW ABN VPS

ELECTION of Thomas C. Harrison as vice president in charge of sales for American Broadcasting Co. Radio Network Inc. and of Stephen B. Labunski as a vice president assigned at the outset to programming are being announced today (Monday) by President Robert E. Eastman.

Mr. Harrison was head of the St. Louis office of John Blair & Co., station representatives, before resigning to take the new post, effective immediately. He succeeds George Comtois, who was reported to have resigned.

Mr. Labunski has been vice president and general manager of WDGY Minneapolis, one of the Todd Storz group. Mr. Eastman said, "His principal efforts at the outset, as is the case with all of us, will be directed primarily toward the end of developing our program product." Thus in principal effect if not in title he will be taking over the duties which would have been handled by William S. Morgan Jr. of KLIF Dallas if Mr. Morgan's appointment as programming vice president had not undergone a "change of plans."

The Harrison and Labunski appointments were two of several new developments in the radio revitalization program undertaken by Mr. Eastman since he assumed the presidency of the American Broadcasting-Paramount Theatres radio subsidiary on May 1—also, like Mr. Harrison, from the Blair organization. Others:

• Mr. Eastman revealed that American is developing a plan which will give its affiliates one-minute breaks for local sale on the quarter-hour, with the network personality handling the program involved also being made available to transcribe the local commercials for the stations—at no charge to the stations. American affiliates now get 30-second breaks on all commercial shows, and on sustainers may increase this to 70 seconds by breaking away from the 40-second promotional hitchhikes which the network airs between sustainers. The 60-second quarter-hourly breaks are expected to become effective next fall.

• He confirmed that "with considerable regret" there had been a "change of plans" and that Mr. Morgan, announced a few weeks ago as American's new programming vice president, would not assume that post and, instead, had returned to the McLendon Investment Corp. [CLOSED CIRCUIT, June 10].

Mr. Morgan, vice president and general manager of the McLendon Corp.'s KLIF Dallas before the announcement that he would move to American, reportedly has returned to the McLendon group as assistant to President Gordon R. McLendon. American authorities said the change resulted from "certain unforeseen developments" that made the original plan "impractical from the point of view of both parties, and it was deemed best to recognize this at the outset. . . . Our very best wishes are with [Mr. Morgan]."

• Mr. Eastman indicated that in its desire to disassociate itself from television, American not only would not hire personalities who are regularly identified with tv [B•T, June 3], but that he hoped eventually to have American's personnel housed in separate quarters from those now shared with ABC-TV.

Announcing the election of Mr. Harrison to the sales vice presidency, Mr. Eastman noted that American is planning "many new live personality programs" that "will be of tremendous advertising value. Both in programming and in selling, American Broadcasting will adapt itself to the important work being done by our affiliates.

"Our selling will be done on a creative basis, recognizing the feeling and needs of the local station. American Broadcasting will avoid expediency in order to develop long-range strength. Tom Harrison's experience in local and national sales and programming makes him ideally qualified to carry out our goals.

"As head of the St. Louis office of John Blair & Co., Tom Harrison has worked with both radio and television. During his two and one-half years in this capacity, the office has more than doubled its billings. With men of his calibre American Broadcasting can achieve its aim of being No. 1 radio network."

MR. HARRISON MR. LABUNSKI

Mr. Harrison was named head of Blair's St. Louis office in January 1955, after serving as national sales manager of WSM Nashville from April 1952. After wartime service from which he was released in October 1945 as a major, he was in the sales department of Ralston-Purina Co., then served as assistant football coach at Vanderbilt U. starting in 1947 and at UCLA starting in 1949 before moving to Brown Radio Productions, Nashville, in February 1951 as sales manager for transcribed shows.

Mr. Labunski has been general manager of WDGY since January 1956 and a vice president since January of this year. Under his direction the station has won a reputation for spectacular promotion ventures as well as for programming. Before moving to WDGY he was an account executive with WHB Kansas City, also a Storz station, from July 1954 to January 1956, and before that was with KCMI Kansas City and commercial manager of KUDL, also Kansas City. During World War II he served after V-E Day as a Russian translator with the Allied Control Council in Berlin.

WROV
your
best buy
in ROANOKE!

who
says
so?

THE RATES
AND THE
RATINGS!

New '57 Pulse shows WROV first in Roanoke from 5 pm to midnite with 38% average share of audience; second from 5:30 am to 5 pm with 23% share of audience. Compare rates and you'll put your money on WROV, Roanoke's red-hot station for "pop" music, sports and sell-appeal personalities.

exclusive!
complete Dodgers' baseball!

represented by Burn-Smith Co., Inc.

WROV
ROANOKE • VIRGINIA

Burt Levine, president

1240 on your dial

Will New Tv Services Make Circuits Scarce?

THE prospect of a rationing of AT&T's network television circuits faces tv broadcasters this fall—but whether the prospect will become a harsh fact or a relatively small problem will not be known for sure until mid-summer.

The answer will depend almost entirely on the final requirements of such "new" services as Sylvester L. (Pat) Weaver's "baby network" of major-market stations, Sports Network Inc., and any toll-tv operators who may be seriously in the picture by then.

This at least seemed to be the view of AT&T and network authorities last week. They appeared to be in general agreement that the intercity-circuit demands of the three traditional networks—ABC-TV, CBS-TV, and NBC-TV—can be met about as well next fall as they were last, provided there are no substantial new demands from the more recently developed television services.

Just what these new demands will be remains largely moot. But it is known Sports Network Inc. has developed rapidly to the point where, except for the three tv broadcasting networks, it now is AT&T's largest customer for intercity facilities. SNI's biggest usage of AT&T facilities is in spring and summer, but its officials are hopeful that by next fall it will have need for twice as much as in the fall of 1956. And certainly SNI's fall and winter demands can be expected to grow substantially if it succeeds in negotiating a working arrangement with the Weaver network [B•T, June 10].

AT&T's position is that it cannot possibly know whether or how much "rationing" may be necessary until it receives orders from the users. These are due about July 29. Then, after studying the various "requirements," AT&T will follow the usual procedure—there are always some conflicts—of calling the users in for a quarterly allocations conference, at which time conflicting orders for scarce-facility areas are worked out by compromise.

AT&T authorities emphasize that in these quarterly sessions the decisions as to who gets the use of specific contested facilities and at what time are made by the users themselves. AT&T presides over the sessions.

One network official pointed out that while AT&T "hasn't said it won't be able to supply all users," it has cautioned that the situation is getting tighter and tighter."

NTA Film Network to Offer Three New Half-Hour Series

NTA Film Network last week announced plans to add three new half-hour series a week to its current offering of a one and a half hour feature film presentation and to sell the new programming under a "triple exposure plan."

The programs are *How to Marry a Millionaire*, produced by 20th Century-Fox, and *This Is Alice* and *The Last Marshal*, both Desilu Productions' series. It is planned to schedule the programs on Monday, Wednesday and Friday at times no earlier than 7 p.m. and no later than 11 p.m., local times.

William H. Koblenzer, sales manager of the NTA Film Network, described the "triple exposure plan" as "a new concept of network programming." It offers three advertisers representation on the three different half-hour programs weekly on the film network, he said. Each advertiser, he said, will receive a one-minute commercial and opening and closing billboard on each of the three shows weekly, so that each of the three sponsors is represented on the network by nine commercial impressions each week. Mr. Koblenzer claimed that by delivering three different audiences through three different programs each week, the film network will provide a tripling of the exposure and the impact of the advertisers' messages. He said presentations on the new plan will be made to leading advertising agencies, starting this week.

The NTA Film Network presently is servicing 134 stations with *Premiere Performance*, which consist of a weekly feature film program from the Fox library.

NBC, CBS Make Public Overseas News Shifts

REALIGNMENT of overseas news bureaus for NBC and CBS was made public last week. The shift in CBS' rank of correspondents is a part of that network's recently-implemented "rotation plan," while that of NBC's was made to broaden its European base of operations.

Next month, Robert Pierpoint, who three years ago succeeded Bill Costello in Tokyo, moves stateside to CBS News in Washington. His replacement will be Peter Kalischer, former *Collier's* magazine Tokyo bureau chief, of late with CBS in the Capital. In September, Howard K. Smith, since the end of World War II chief Euorpean correspondent and head of the London bureau, returns home, switching places with Charles Collingwood. Mr. Smith will present a nightly *Washington Report* on Doug Edward's weeknight 7:15-7:30 CBS-TV program as well as a quarter-hour CBS Radio

Daytime—
KGVO
5,000 watts—CBS
Either Radio or TV, when you think of Montana Think of Mosby, Inc. at Missoula, Mont.
Nighttime—
K•MSO-TV
191,000 watts—CBS NBC ABC

interpretative news show tentatively titled *Washington and the World*. Mr. Collingwood first started in England with CBS in 1942 after Edward R. Murrow hired him from United Press' London bureau.

In the past few months, CBS News has dispatched Ernest Leiser to Bonn, succeeding Richard C. Hottelet, now in New York; Winston Burdett to Rome, succeeding Bill Downs, now in Washington, and last year, shifted Lou Cioffi of the New York bureau to Paris, succeeding Blair Clark as aide to David Schoenbrun.

Meanwhile, NBC was completing plans last week to reassign Joseph C. Harsch from Washington to London as bureau head, freeing Ed Newman to set up a new Rome office. (Mr. Newman, former ABC newsman, took over the London bureau only a few months ago, succeeding Romney Wheeler, transferred from NBC News to its newly-established international division.) The NBC Rome bureau has been vacant since last year's departure of Merrill Mueller for NBC News in the U. S.

NBC is closing its Bonn bureau, but will open a Berlin office. This move is seen as being made to facilitate coverage of the two German countries—East and West—as well as Poland, which recently has eased its Iron Curtain. John Rich will leave New York shortly to take over the Berlin bureau while Frank Bourgholtzer leaves Bonn for Vienna, where NBC will open another permanent office. (NBC's move there follows CBS' made last year after the Hungarian uprising made Vienna a focal news gathering center. Dan Karasik of CBS heads that network's bureau. It was formerly headed by Alexander Kendrick, who was shifted to London a year ago.)

Cohen Broadcast Inapplicable To N. Y. Libel Laws, Says Official

EFFORTS by Los Angeles police to prosecute Mickey Cohen under New York State libel laws for his remarks about two department officials on ABC-TV's *Mike Wallace Interview* program May 19 have come to naught [B•T, May 27].

The district attorney's office found—after a study of state statutes—that oral defamatory remarks do not fall under New York criminal libel laws, that the fact that remarks were made on tv does not alter the situation and that therefore, Mr. Cohen was "held safe." The office said that had the program been filmed ahead of time or had a kinescope been made in New York for rebroadcast at a later time, the finding would have been reversed. As things turned out, ABC-TV did make a kinescope, but not in New York state proper, for rebroadcast to the West Coast.

AB-PT Declares Dividends

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres Inc., announced Wednesday that the board of directors declared dividends of 25 cents per share on the outstanding preferred and and 25 cents per share on the outstanding common stock payable July 20 to holders of record June 28.

HAYES ASKS AFFILIATE OPINIONS

ANSWERING criticism of CBS Radio's sales and programming policies, President Arthur Hull Hayes last week called on his affiliates to tell him "frankly and fully" what they think.

The request was made in a confidential letter in which Mr. Hayes made known his reaction to a message in which John M. Rivers of WCSC Charleston, S. C., chairman of the board of the CBS Radio Affiliates Assn., told affiliates that "your board is not happy about the present network sales and program policies" [B•T, May 27].

Although the Hayes letter was not made public, it was learned that in it the CBS Radio chief told affiliates that if a "substantial number" of them disagreed with the network's programming and sales philosophies and its plans for the future, "a complete reappraisal of our network operations and policies must be faced." In that case, he said, a meeting with all affiliates might be necessary "much earlier" than the affiliates convention scheduled for Nov. 7-8.

Mr. Hayes said late last week that first replies from the stations were "most encouraging." Although some stations did not receive his letter till early in the week, he said, about 25 replies had reached him by Thursday and were preponderantly favorable to CBS Radio's policies and operations. If the proportion of enthusiastic letters continue at the current pace, he said, there definitely would not seem to be a need for any emergency meeting with affiliates.

MR. HAYES MR. RIVERS

Some stations felt Mr. Hayes' letter was motivated primarily by affiliate reaction to CBS Radio's $5.5 million package sale to Ford [B•T, May 13], which itself was a motivating factor behind the affiliates meeting that culminated in the letter from Chairman Rivers. But Mr. Hayes asserted that his sole purpose was to give his views on the Rivers message and to solicit affiliate-wide reaction to the network's plans and policies, and that actually he mentioned the Ford deal only in passing.

He said station clearances on the Ford package—which involves sponsorship of some four and a half hours of morning, afternoon and evening programming each week, starting Sept. 2—were arriving at a better than "normal" pace, considering that the starting date is more than two months away and that stations in those circumstances often delay their replies to orders.

In his letter, it was understood, Mr. Hayes told affiliates he was surprised at the tone of Mr. Rivers' report on the affiliates board's meeting with CBS Radio officials. He was confident, he said, that the Rivers letter did not reflect the views of all members of the affiliates board.

He also cited as support the findings of a B•T survey of all affiliates last fall, part of an examination of the future of network radio, which showed 73% of CBS Radio affiliates preferred the network's present service as against 20% who would rather have a "press association" type of network service and 7% who said they would go independent [B•T, Nov. 26, 1956].

Doesn't Mean Policy Support

Among stations opposing the Ford deal, however, some were reported last week to be contending that although they voted for the network in B•T's poll, and would do so again, this should not be construed as support of network policies—particularly as those policies are reflected in the Ford deal.

The objections of the Ford sale critics are based primarily on the contention that the Ford network programming would eat heavily into early-morning and late-afternoon time periods that are most lucrative for the stations in terms of local and national spot sales.

On this point Mr. Hayes was reported to have told the affiliates that "neither CBS nor its affiliates have ever treated network option time and station time as two hard-and-fast entities separated by an iron curtain. It has always been a give-and-take relationship on the part of the network and its affiliates."

With respect to sales policies, he was said to have pointed out also that CBS Radio does not sell 30-second, 10-second and six-second participations, as NBC does.

He also was reported to have dealt at length with the value of the CBS Radio affiliation to the stations, the investments which the network makes in programming, and the importance of this network programming to the stations in terms of local prestige, the sale of adjacencies, etc.

CBS Tv Affiliates Group Elects 3 District Directors

RESULTS of elections for Districts 4, 5 and 6 of the CBS Television Affiliates Assn. were announced last week by Clyde Rembert, chairman of the nominating committee and president of KRLD-TV Dallas.

Re-elected to the board of directors of the association were T. B. Lanford of WJTV (TV) Jackson, Miss. (District 4) and William B. Quarton of WMT-TV Cedar Rapids, Iowa (District 6). A new member elected to the board was Leslie C. Johnson of WHBF-TV Rock Island, Ill., succeeding Bruce McConnell of WISH-TV Indianapolis.

The complete board of directors of the CBS Television Affiliates Assn. follows: Howard Lane, KOIN-TV Portland, Ore., chairman; Paul Adanti, WHEN-TV Syracuse; Richard Borel, WBNS-TV Columbus,

Ohio; Glenn Marshall Jr., WMBR-TV Jacksonville, Fla.; Mr. Lanford, WJTV; Mr. Johnson, WHBF-TV; Mr. Quarton, WMT-TV; James Russell, KKTV (TV) Colorado Springs; Mr. Rembert, KRLD-TV; Rex Howell, KREX-TV Grand Junction, Colo., and F. E. Busby, WTVY (TV) Dothan, Ala.

Stern, Wheeler to Head NBC-TV Canadian Unit

FORMATION of a wholly owned Canadian subsidiary corporation to conduct NBC's expanding tv operations abroad was announced Friday by NBC President Robert W. Sarnoff.

The move was seen in some quarters—unofficially—as a forerunner to possible entry by NBC into ownership of foreign tv stations.

Albert R. Stern, NBC director of international operations, will be chairman of the new corporation, and Romney Wheeler, director of European operations, will be president. It will be called NBC International Ltd., and will open headquarters in Montreal in July.

NBC officials said the Montreal headquarters will be headed by a secretary-treasurer of the corporation who will be selected in the near future. Chairman Stern will continue to have his offices in New York and President Wheeler will continue in London. Two other veterans of the NBC International division, Gerald Adler and J. Robert Myers, also will have headquarters in London.

In addition, Mr. Sarnoff said, NBC International plans to open an office in Mexico City by the end of this year to conduct the company's business affairs in Latin America and one in a key site in the Far East during 1958.

The new corporation will conduct all of the NBC station management services, station investments and program sales outside of the U. S. and Canada. The program sales will include those of California National Productions, another wholly owned NBC subsidiary, as well as those of NBC-TV.

"NBC's association with the broadcasting services of foreign countries dates back to the first days of radio," Mr. Sarnoff asserted. "Through NBC International Ltd. we plan to take an even more important place in the field of international television operations. By the end of this year it is anticipated that personnel of NBC International Ltd. will have completed on-the-scene surveys of television in every country on the globe where the medium now exists or will soon exist."

It is known that NBC has been offered an ownership interest in the British Commercial tv operation at Cardiff, Wales. It has not yet accepted, however, although it is furnishing certain management services to the Cardiff station.

NBC-TV's affiliates outside the continental U. S. include XEW-TV Mexico City; CMQ-TV Havana; WAPA-TV San Juan, P. R.; KONA-TV Honolulu; KUAM-TV Agana, Guam; KENI-TV Anchorage and KFAR-TV Fairbanks, Alaska; KMVI-TV Wailuku, Hawaii, and YVKS-TV Caracas, Venezuela.

You're in good company on WGN-RADIO Chicago

Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

CBS News Helps Argentina In Expediting Serum Shipment

CBS newsmen were called Tuesday to help avert tragedy in Argentina when the Argentine government appealed to CBS Radio to trace a shipment of botulism antitoxin, delayed en route to the stricken La Plata area to combat the nation's outbreak of food poisoning.

Peter Hahn, CBS News special correspondent in Buenos Aires, served as liaison between Argentine officials and the CBS newsroom in New York. After extensive checking in the U. S., CBS discovered the crate of serum had not been marked with the emergency—"Medicine, Rush."

The shipment had been unloaded from an aircraft in Miami and transferred to a delayed flight. CBS immediately arranged for shipment of another load direct.

NBC-TV's NCAA Schedule Three-Fourths Sold Out

NBC-TV's schedule of NCAA football games to be telecast nationally on nine dates next fall is three-quarters sold out, it was announced last week by William R. Goodheart Jr., vice president, television network sales, for NBC.

Sponsoring one-quarter of each telecast will be Bristol-Myers Co., Sunbeam Corp. and Zenith Radio Corp. These advertisers also sponsored the national *Game of the Week* series on NBC-TV last year.

Eight of the nine dates on the national schedule are Saturdays. The ninth is Thanksgiving Day, when three games in different parts of the country will be presented on a split-network basis. In addition, NBC-TV will present regional contests on four other Saturdays in the eastern, Big Ten and Pacific Coast areas. Sunbeam and American Machine & Foundry Co. each will sponsor one quarter of the four eastern telecasts. Perrin-Paus Co. is agency for Sunbeam and Fletcher D. Richards Inc. represents American Machine & Foundry. Doherty, Clifford, Steers & Shenfield is agency for Bristol-Myers and Earle Ludgin & Co. for Zenith.

ABC-TV Billings Up 30% for Next Fall

ABC-TV is booking gross billing for next fall at an annual rate of $100 million, or 30% better than this season, Oliver Treyz, vice president in charge of the network, disclosed last week.

ABC-TV is basing this figure on a projection of about $8.2 to $8.4 million per monthly gross billing next season compared to this season's approximate $6.6 million monthly level [B•T, June 3].

Mr. Treyz spoke Wednesday in St. Louis in a cellomatic presentation to more than 500 advertising and agency executives, newsmen and special guests as a salute to affiliate KTVI (TV) and which was co-hosted by Joseph Bernard, the station's vice president and general manager. The event was held at the Chase Hotel.

Also disclosed was the Kellogg multiple-program purchase, a contract that is estimated at $7 million (see story, page 39), and live daytime program plans.

ABC-TV Monday-Friday daytime plans already announced include the filmed *Mickey Mouse Club* (5:30-6 p.m.) and a filmed adventure strip (5-5:30 p.m.). The network, Mr. Treyz said, is offering a group of audience participation live shows: *Lucky Lady*, featuring Keefe Brasselle and Virginia Graham; *What's the Name of That Song* with Robert Alda; *What Makes You Tick* with Dennis James and *Parlay* with Jack Narz. These shows would precede the adventure strip in the 3-5 p.m. period.

Mr. Treyz asserted that the network is "much ahead of the selling pace of last year." In nighttime billing, Mr. Treyz continued, ABC-TV as of April was up 24.9% while NBC-TV was 0.8% and CBS-TV 8.3% ahead, adding:

"If we don't add one advertiser in our new daytime schedule, ABC-TV will still, in our best estimates, be rolling at a $100 million annual rate of billings. That is more than 30% better than the 1956 level."

According to Mr. Treyz, ABC-TV's total coverage—live and delayed—will be 95 out of every 100 U. S. tv homes next season with the network able to deliver live, 85% of all tv homes.

Stressing ABC-TV's sales pace, Mr. Treyz listed these new advertisers to be on the network for next season: Philip Morris (started in April with *Mike Wallace Show*);

Ralston (recently added), General Foods, Reynolds aluminum, Bristol-Myers, Revlon, Kellogg, Mars, Seven-Up, AC spark plugs, Sylvania, Buick Div. of General Motors, Chesterfield and Campbell soups.

Jackson Tells How NBC Sees Client Gets Money's Worth

ADMINISTRATIVE procedures used by NBC to make sure its advertisers "get what they buy" and receive proper credit for program or commercial interruptions were spelled out last fortnight by John W. Jackson, manager of advertising and sales promotion administration for RCA.

Mr. Jackson spoke at the Assn. of National Advertisers' Fourth National Workshop on Advertising Budget and Cost Control, held June 6 at Chicago's Drake Hotel.

Other speakers at the closed session included James E. Weber, executive vice president of Leo Burnett Co., who advocated "a creative approach to budget planning and control," and Richard K. Jewett, supervisor of advertising administration for Pitney-Bowes Inc., who discussed "Evaluating Advertising Effectiveness Through Analysis and Control of Inquiries."

Mr. Jackson detailed the system of checks and cross-checks by which RCA's NBC keeps tabs, at both network and affiliate levels, in order to know that each advertiser's programs and commercials are broadcast in full by every station he has ordered.

In cases where interruptions do occur, he said, the advertiser's billings are credited as follows:

1. If program material (but not the commercial) is interrupted for one minute or more, time charge credit is based on a proportion of the length of interruption to length of program.

2. If commercial is interrupted, credit is based on proportion of length of interruption to length of total commercial time allowance in program.

3. If both program and commercial material are interrupted, larger of two foregoing credits is allowed.

4. If only audio or only video is interrupted, credit is reduced by 25%. But if this partial interruption occurs in the commercial and renders uninterrupted audio or video commercially valueless, full credit is allowed.

Graham to CBS-TV Program Dept.

HAROLD GRAHAM Jr., for 12 years radio producer-director and tv account executive with McCann-Erickson, has been appointed program executive, CBS-TV program department, Hollywood, it was announced last week by Alfred J. Scalpone, CBS-TV vice president in charge of network programs, Hollywood. In the newly-created post, Mr. Graham will serve primarily in liaison with advertisers, coordinating program and talent matters with all advertisers or network programs originating in Hollywood, Mr. Scalpone said.

Green Named to Manage ABC-TV Program Department

APPOINTMENT of John B. Green as manager of the ABC-TV program department, succeeding J. English Smith, was announced last week by James T. Aubrey Jr., vice president in charge of programming and talent for the network.

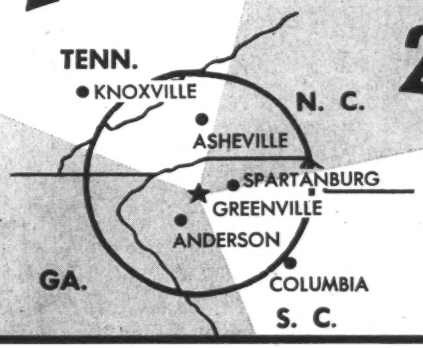
MR. GREEN

Mr. Green formerly was an associate producer on the executive staff of NBC-TV's *Wide Wide World*. His appointment is effective immediately.

Mr. Smith, whom he succeeds, is resigning to return to Hollywood. He has been with ABC since 1954.

Mr. Green, in addition to his work on WWW, also is a former associate producer of NBC-TV's *Home* show, business manager of *Saturday Night Revue* and producer-writer-director for *The Black Robe*. With Newell-Emmett Co. from August 1947 to May 1949, he was agency producer on *America Speaks*, the *Mary Margaret McBride Show* and *Suspense*, and was writer and agency producer for *Coast Guard Cadets on Parade*.

2-MILLION PEOPLE
2-BILLION INCOME
IN THE WFBC-TV 4-STATE MARKET



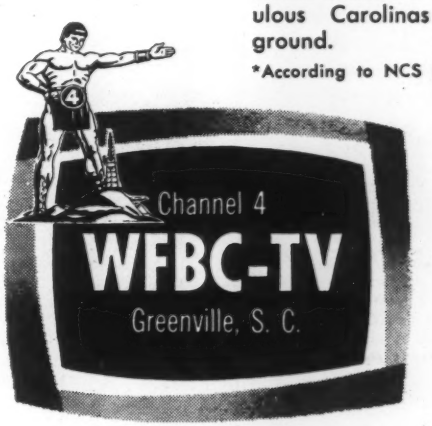
WFBC-TV leads all South Carolina television stations *by far**. Its total 4-state market is comparable with Atlanta, Jacksonville, New Orleans or Miami. Within "The Giant's" 100 uv/m contour† is the South's greatest textile-industrial area and the fabulous Carolinas mountain playground.

*According to NCS No. 2

†58-COUNTY DATA

Population	2,021,900
Incomes	$2,240,153,000.
Retail Sales	$1,590,398,000.
Homes	511,900

(Data from SALES MANAGEMENT Survey of Buying Power May 10, 1957)



NBC NETWORK

"The Giant of Southern Skies"

Video—100,000 Watts (FCC Maximum)
Audio—50,000 Watts
Antenna Height—1204 feet above average terrain—2,204 feet above sea level.

Represented Nationally by WEED Television Corp.

ALL ABOARD!

Oldtime Ohio River steamboat whistles let passengers know it was time to get under way. The more forceful the whistle, the bigger the boat . . . the more passengers it could carry . . . the faster it took them further.

Similarly, the latest Nielsen figures sound a forceful blast for WSAZ-TV in today's busy Ohio River market. With an audience of over half a million TV homes in 69 counties, WSAZ-TV reaches (says Nielsen) 100,580 *more* homes on weekday nights than the next-best station. And it's the consistent leader around the clock!

This is impressive traveling—and to very prosperous ports of call where income has never been so high. Get aboard this prime mover of goods and let WSAZ-TV blow your own whistle where it will be heard — and heeded — most. The gangway is down at any Katz office.

WSAZ-TV
CHANNEL 3
HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

CBS Radio Billings Hit $2.5 Million for Week

CBS Radio contracted last week for $2.5 million worth of new business and renewals, it was announced Thursday by John Karol, vice president in charge of network sales.

Best Foods (Shinola) and Rit Products Corp. purchased six weekly "Impact" segments and five weekly 7½-minute units of daytime dramas, respectively, both effective Sept. 2. The "Impact" contract is for 26 weeks, the daytime dramatic series sponsorship for 25 weeks. Both were arranged through Earle Ludgin & Co., Chicago.

Woman's Day Inc. purchased five 7½-minute units of daytime dramas during the week of June 26. The contract, for *Woman's Day* magazine, was through Paris & Peart, New York.

Pan-American Coffee Bureau ordered five weekly 7½-minute units of daytime dramas for eight weeks beginning July 8.

P. Lorillard Co. renewed 16 weekly segments of CBS Radio's "Impact" plan, effective today (Monday) for Kent cigarettes through Young & Rubicam, New York. Wm. Wrigley Jr. renewed the *Howard Miller Show* for 52 weeks on a Monday-through-Friday basis. The contract was placed through Arthur Meyerhoff & Co., Chicago. Campana Sales Co. renewed the Saturday segment of the *Robert Q. Lewis Show* for 13 weeks through Erwin, Wasey & Co.

Murrow to Interview Tito

EDWARD R. MURROW, his office insists, is "on hiatus" for the remainder of the summer but this week he flies to Belgrade for an interview with Yugoslavia's Marshall Tito. Officially, CBS would neither confirm or deny Mr. Murrow's trip, but a spokesman for *See It Now* said Mr. Murrow would join cameraman Bill McClure in the Balkans. Still undecided is whether *See It Now* will program a documentary on Yugoslavia today or an exclusive interview with Tito in the manner of Mr. Murrow's past talks with E. M. David Ben-Gurion, Col. Gamal Abdel Nasser and Chou En-Lai.

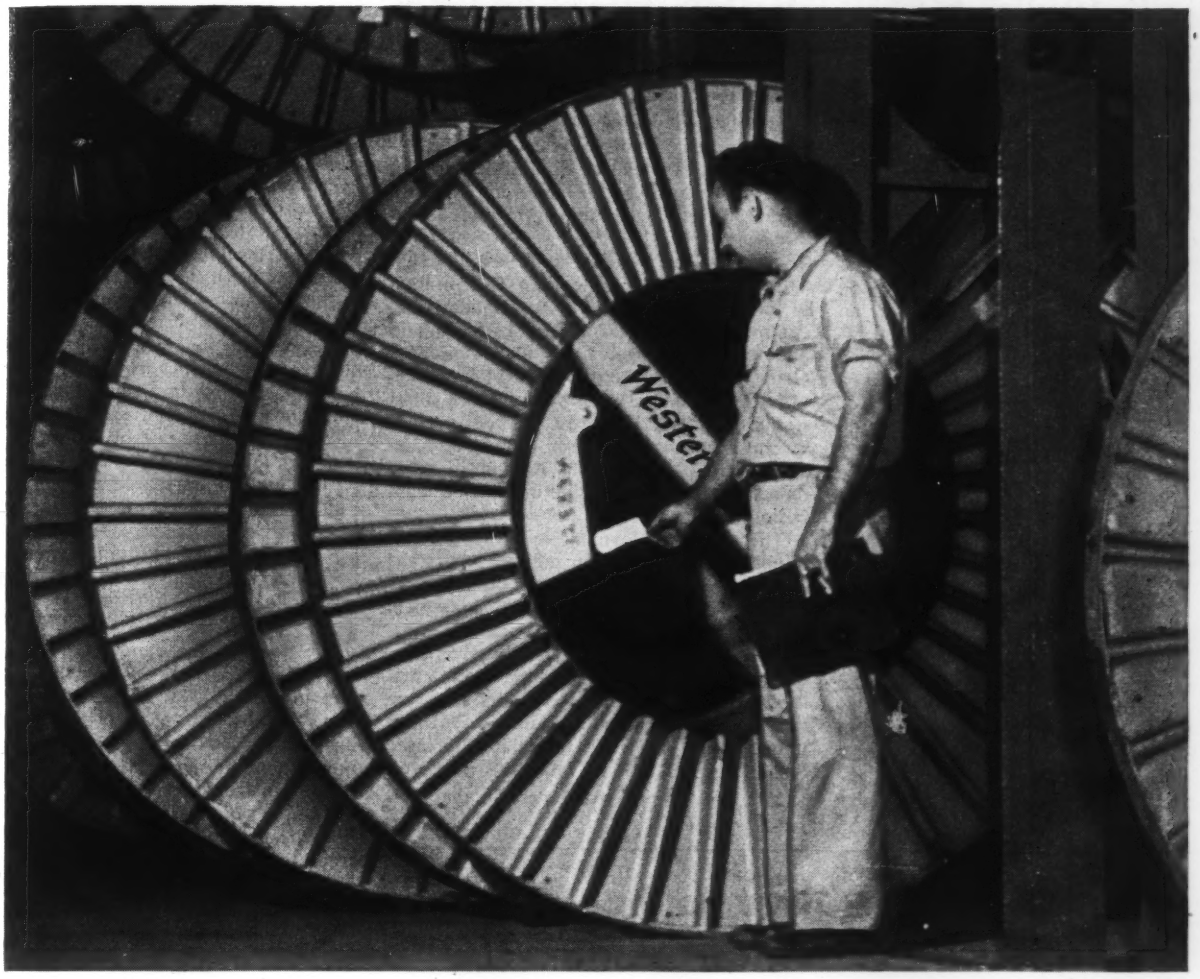
Fladell Gets NBC-TV Sales Post

ERNEST FLADELL has been named manager, sales promotion, NBC-TV Network Sales, it was announced Thursday by Don Durgin, vice president, sales planning, NBC television network sales. Mr. Fladell has served as manager of special promotions for NBC-TV's participating programs since January 1956. He joined NBC in October 1953, as a sales presentation writer in the television network's advertising and promotion department and in February 1955 was named a sales coordinator for NBC-TV sales.

Three Producers Set for 'Crisis'

THREE producers are set for *Crisis*, NBC-TV series of mystery-suspense dramas to start Sept. 30 as a Monday, 10-11 p.m., program. Alfred Hitchcock will personally produce 10 filmed dramas through his Shamley Productions in Hollywood; Alan Miller, head of all production at Revue Productions, will produce another 10 on film, and S. Mark Smith, formerly producer of the *General Electric Theatre* live programs, will be executive producer of the 22 *Crisis* shows to be produced live in New York.

STARTING June 23, NBC-TV's *Steve Allen Show* (Sunday, 8-9 p.m. EDT) will be partially sponsored by Pharma-Craft Co.'s Fresh deodorant. Discussing the $4 million deal with NBC to cover the *Allen Show* over a 65-week period are (l to r) L. J. Thompson, Pharma-Craft vice president in charge of sales; Pharma-Craft President Frank F. Bell; Mr. Allen, and W. Kedize Teller, executive vice president of Pharma-Craft. The firm will sponsor a third of the June 23-30 shows and, beginning July 14, will underwrite one-half on alternate weeks.



Seen on the local scene

You've probably noticed big telephone cable reels like the ones shown above at the curb-side of streets and highways around your town. They are there to meet a date with the Bell telephone construction crews who will pull the cable up on poles or into conduits so telephone service may grow with your community.

These particular reels are about to be delivered to the Pacific Telephone and Telegraph Company, and Eugene Midkiff, a warehouseman in our Seattle Distribution Center, is giving them a final check.

Telephone cable, of course, is just one of the many products we keep on tap to meet the needs of Bell telephone companies. In all, there are 30 Western Electric Distribution Centers across the nation, and they stock an average of 8,000 different things for both day-to-day and emergency use by the telephone companies.

This is another important part of our job as the manufacturing and supply unit of the Bell System.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

MUSICIANS' RADIO EARNINGS DOWN

A SHARP decline in gross earnings of musicians from radio in 1956 versus 1955—from $15,161,000 to $9,835,000—emerged from a B•T comparison of figures in the American Federation of Musicians' annual report submitted to its 60th annual convention in Denver last week with that released by the federation for 1955.

Although the federation made no comment of the decline in its report to members, B•T asked a spokesman for the union in attendance at the convention for an explanation. He consulted with the federation research department and later supplied the following information: (1) there is a continuous loss of staff employment of musicians on stations in cities other than New York, Los Angeles and Chicago; (2) there is a marked trend away from live music programs on radio; (3) there is a growth in the so-called "radio spot announcement programs," which rely on canned music to the detriment of live music.

AFM's report covers musicians employed in the U. S., Canada, Puerto Rico and Hawaii.

The substantial decrease in earnings on radio was accompanied by a moderate increase in income from tv, which rose in 1956 to $10,552,00 from $9,544,00 in 1955. For the first time in many years, television edged out radio last year as the number one source of income for musicians, but radio still led phonograph records, theatrical engagements and theatrical films as a revenue-provider.

The 1956 report shows that steady staff employment in radio accounted for $7,234,000 in salaries in the U. S. and $1.1 million in Canada; local commercial employment, $625,000, and single engagements, $850,000.

In television, steady staff employment aggregated slightly more than $3.5 million in the U. S. and $639,000 in Canada; local commercial employment, almost $1.9 million and single engagements, $2.85 million. Gross earnings of more than $1.5 million were reported for employment in tv films.

The grand total of gross income received by musicians from radio-tv dipped to $20,388,000 in 1956 from $24,705,000 in 1955, reflecting the sharp decline in revenue from radio.

Theatrical employment in 1956 brought in slightly more than $6 million (about the same as 1955); major Hollywood film producers, $2,782,000 ($2,768,000 in 1955); non-contract major Hollywood film producers, $810,339 ($1,117,000 in 1955); independent Hollywood producers, $718,500 ($635,313 in 1955) and New York film producers $126,883 ($114,052 in 1955). From phonograph records musicians grossed $4,940,000 in 1956 ($3,820,000 in 1955).

The convention represented another personal triumph for James C. Petrillo who was re-elected president for the 17th time and begins his 18th term. Above and beyond that, Mr. Petrillo was given a resounding vote of confidence when delegates almost unanimously voted down a resolution that would have stripped him of "broad, dictatorial power," even though Mr. Petrillo himself urged the convention to adopt the resolution.

The union's bylaws give the president "absolute" power to make decisions and issue orders in cases where, in his opinion, an emergency exists. A faction of Los Angeles Local 47, which has been embroiled in a dispute with Mr. Petrillo over royalties and other payments for tv films and recorded music, offered a resolution to delete from the by laws the provision giving the president this "dictatorial" power. (This faction is suing the federation for $18 million over payments which go to trust funds.)

The resolution was soundly beaten by a voice vote when Mr. Petrillo, in a surprise move, rose to urge the delegates to reconsider their action. He thanked the delegates for their confidence in him but said removal of the power also would eliminate a "political football" for persons who wanted to criticize the union. He claimed he rarely had invoked the authority, and with "a good president," he considered it "a good law" for the union. But he expressed the view that the deletion of the "dictatorial power" provision would prevent critics from raising it in the future and "clouding other issues." At Mr. Petrillo's insistence, Al Manuti, president of New York Local 802, made a motion to reconsider the resolution, but delegates voted it down almost unanimously.

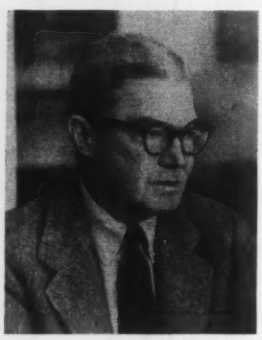
Federation officials later pointed out that the controversial clause in the bylaws was voted prior to Mr. Petrillo's incumbency in 1940.

Re-elected with Mr. Petrillo were Charles

WHERE ANGELS FEAR

JAMES C. PETRILLO, president of the American Federation of Musicians, has a known reputation for word imagery and salty characterization. He demonstrated this skill when he urged delegates to the union's convention in Denver last week (adjacent story) to rescind the controversial "dictatorial power" section in the union's bylaws. At one point, he said the section "has been thrown in my face so often that I sleep on it. I recommend that we get rid of this section and at least make our enemies happy." At another point, he was discussing the "few occasions he made use of this section and mentioned negotiations to unionize the Boston Symphony Orchestra. The convention roared in glee as Mr. Petrillo recounted his meeting with the orchestra sponsors—"The Cabots and the Lodges who talk only to God —and then I walk in."

Agency Executive Sold on Audit Bureau of Circulations



NEWMAN F. McEVOY
Vice President
Director of Media
Cunningham & Walsh, Inc.
New York

"The Audit Bureau of Circulations Reports are almost invaluable in helping us to appraise printed media. It is most encouraging to have this data available on Broadcasting • Telecasting and you may be sure that it will be referred to regularly by our buyers."

B•T is the only paper in the vertical radio-tv field with A.B.C. membership . . . your further guarantee of integrity in reporting circulation facts. B•T, with the largest paid circulation in its field, is basic for subscribers and advertisers alike.

BROADCASTING TELECASTING
THE BUSINESSWEEKLY OF RADIO AND TELEVISION

L. Bagley, vice president; Leo Cluesman, secretary, and George Clancy, treasurer. Members of the board of directors also re-elected were: Lee Repp, William J. Harris, Herman D. Kenin, Stanley Ballard and William M. Murdoch.

Delegates also approved a proposal from the federation's board of directors to prohibit members from working on recordings produced abroad. Violations of the proposal were made punishable by fines and possible expulsion. This action is designed to prevent sound tracks composed in the U. S. from being recorded abroad and later returned to this country for use. Such a procedure, according to AFM officials, has provided a means for tv film producers and others to avoid paying royalties to the trust funds.

Hollywood AFL Film Council Supports Tests of Toll Tv

AN APPEAL to the FCC to authorize widespread public tests of toll tv "at the earliest possible moment" was made Tuesday by the Hollywood AFL Film Council, comprising unions and guilds representing more than 24,000 employes of the motion picture production industry.

After hearing the report of a special council committee which has been studying subscription television for some months, the council unanimously adopted a resolution urging that tests be held without delay to confirm or deny what now "appears probable"—that pay tv would cause a great increase in employment in the motion picture industry.

The resolution declares that "opponents of subscription television service are unwilling to give the public the opportunity to test and decide the merits of subscription service."

It further states that "subscription television service would greatly increase the number of new motion pictures in this country, thus increasing employment manyfold," and therefore "widespread public tests of subscription television service (should) be authorized by the FCC at the earliest possible moment, in order that the merits of pay television service without advertising may be analyzed and compared with television controlled by advertisers and networks and that decisions may be intelligently reached as to the effect on the national economy, and on employment in the entertainment industry, of a combination of both types of television services."

Move Against Union Postponed

MOTION for a temporary injunction against Local 1212 of the International Brotherhood of Electrical Workers, New York, by the National Labor Relations Board, scheduled for hearing in U. S. District Court, New York, June 4, has been postponed [B•T, June 3]. IBEW asked for postponement on grounds its legal counsel was ill. The motion or show-cause order was initiated by NLRB following IBEW's "concerted refusal" to air a WCBS-TV New York telecast April 21 [B•T, April 29, *et seq.*].

L. A. Radio Indies Sign 30-Month Pact With IBEW

LOS ANGELES area independent radio stations, negotiating as a group, have reached an agreement with Local 45 of International Brotherhood of Electrical Workers for a 30-month contract covering technical employes of the stations.

The terms, retroactive to May 1, call for a $10 increase a week for the first 18 months and another increase of $7.50 a week for the final 12 months. Under the new agreement five days each six months may be added to cumulative sick leave above the former 30-day maximum, so that in the 2½ years an employe could accumulate up to 55 days of sick leave.

The stations also agreed to contribute 1% of wages to the IBEW pension and welfare fund. The terms have been ratified by the membership of Local 45 and station agreements are expected to be signed within the week.

Also anticipated this week is the conclusion of negotiations between the independent stations and AFTRA, which have been continued on an individual station basis following the breakdown of group dealing for a new contract for announcers to succeed the one which, like that of IBEW, expired April 30.

WGAW Sets Up Pay Tv Committee

IMPLEMENTING the stand taken last month by the national council of Writers Guild of America that toll tv is to be considered a separate field by writers, with full separation of all rights [B•T, May 13], the council of WGA, West, meeting last Monday, appointed Karl Tunberg chairman of a special pay tv committee to be made up of members of both screen branch and tv-radio branch of WGAW.

The WGAW council also voted to expand residual policing by forming a screen branch committee and an overall guild committee in addition to the present tv-radio branch committee headed by Erna Lazarus.

N. Y. RTDG Elects Donovan

THOMAS DONOVAN, CBS-TV, was elected president of the New York local of Radio & Television Directors Guild last fortnight, succeeding John J. Dillon, of NBC-TV. Others elected were: Martin Hoade, NBC-TV, vice president; Lee Jones, NBC Radio, secretary, and Marshall Diskin, ABC-TV, treasurer. All are network program directors.

AFTRA Agrees on Disc Rises

THE American Federation of Television & Radio Artists reported last week that tentative agreement has been reached on a new contract with phonograph recording companies, providing for increases ranging from 10-12½% for scale performers. The federation is awaiting reaction from the Chicago and Los Angeles locals to the proposals, expected this week, before making a final decision.

Scottish Tv Ltd. Reports Audience Ready for Debut

A READY-MADE audience awaits the planned Aug. 31 debut of Scottish television, according to Roy Thomson, chairman of Scottish Television Ltd., programming contractor for the commercial Independent Television Authority.

Since tv did not come to Scotland until 1952, most sets there are newer models that are either multi-channel or easily convertible, according to the STV head. This contrasts with the situation in England where the advent of commercial television 21 months ago necessitated wholesale conversion of receivers to receive the new ITA along with with BBC's long-established noncommercial service.

Mr. Thomson anticipates that STV will start with 200,000 converted sets and, judging by the present rate of conversions, there should be 400,000 receivers for commercial tv by the end of the first year's operations. With this set circulation, Mr. Thomson expects STV to cover almost 80% of Scotland's 5.1 million population.

Scottish Television headquarters will be set up in the Theatre Royal in Glasgow, which has been undergoing refurbishing to become one of the most modern tv studios in Britain. The main studio will accommodate an audience of 755.

Programming will follow the London pattern with about 50 hours per week. Mr. Thomson expects that 10 or 11 live hours per week at the outset.

During the past five months, STV has conducted 20 weekly exhibitions in every sizeable city and town within its expected rang to instruct Scots on the aims of commercial tv.

Reiner Sees Red Propaganda In East Germany Tv Buildup

MANNY REINER, foreign sales manager for Television Programs of America Inc., who recently returned from a five-week trip to Europe [B•T, June 10], declared that one of the most interesting developments in the foreign tv industry is current construction of new television transmitters in Eastern Germany.

"These new transmitters are being built for only one purpose," says Mr. Reiner, "and as you might expect, it's strictly political." Mr. Reiner feels the Reds in East Germany could not possibly be building the transmitters for their own estimated 55,000 sets, but rather are going to use them to broadcast propaganda for West German consumption. "That this is indisputably true is easily demonstrated," states Mr. Reiner. "Western Germany now has nearly a million sets. By the end of this year, the total may reach 1,400,000."

Mr. Reiner reported further on the immense growth of commercial tv in West Germany. Besides the popularity of tv with the German people as shown by the rising number of home receivers, he said, there is the fact that West Germany now has eight tv stations, joined together in its own network, Deutches Fernsehen.

"The Munich station was first to air com-

DOMINANCE

There are all kinds, but KTTV created an unprecedented kind of dominance by walking off with **four 1st Place Awards** in the annual station competition sponsored by **The Billboard:**

For the best job of promoting a syndicated film series (Code 3)

For the best job of promoting a feature film series (Colgate Theatre)

For the most effective job of programming TV film shows

For the most outstanding job of selling national and regional advertisers

Any one of 480 television stations selling time today could have won these awards, but only one did . . . **KTTV.**

These awards are negotiable. Ask your Blair man how KTTV can convert this dominance into money . . .

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

mercials," says Mr. Reiner, "with Western Berlin following. Reaction was highly favorable and commercial patterns should spread by the fall." Mr. Reiner definitely feels that in the near future West Germany "will be a prime foreign market for U. S. television films."

Soviet Can Equal or Surpass U. S. in Electronics—Dyer

ALTHOUGH the Soviet Union lags behind the U. S. in the production of electronics equipment, the country has the potential to equal or surpass the output here within the next 10 years.

This was the opinion last fortnight of John N. Dyer, vice president in charge of engineering and research for Airborne Instrument Labs, Mineola, L. I., upon his return to New York from a two-week trip to Russia. Mr. Dyer was one of four U. S. specialists who visited technical institutes, radio and television manufacturing plants and other facilities at the invitation of the Soviet Union. A report on their findings will be sent to the State Dept.

Mr. Dyer said Russia will produce about 2.5 million television sets this year but added that although this figure is comparatively low in relationship to the U. S., the output is significant in view of the "small total volume of experience" Russia has had in the field.

He said Soviet production of miniature resistors, vacuum tubes, television camera tubes and transmission equipment is "comparable" in quality to the U. S. but transistor equipment is inferior. Mr. Dyer reported that laboratory equipment was better and "in greater quantity" than in any laboratory he had seen in the U. S.

"I have no doubt that their scientists and physicists are every bit as competent as ours," Mr. Dyer declared. "However, the missing element lies in the fact that they simply do not have the long years of background and history of experience that we have here."

Mr. Dyer warned that Russia might well surpass the U. S. in technical developments because the Soviet Union can train more scientists and engineers from its huge population and because of its preferential treatment of scientists and engineers.

Cuban Outlet Suspended 24 Hours

ALTHOUGH there is no "legal" censorship in Cuba, broadcasting by Radio Reloj in Havana, the news and time station of the CMQ network, was suspended for 24 hours June 10 by Ramon Vasconcelos, minister of communications. Mr. Vasconcelos ordered the suspension because of a broadcast the previous week reporting a clash between Government troops and the forces of Fidel Castro, rebel leader, at Cana Brava in Oriente Province.

CBC Rules on Deodorants

DEODORANT advertising is to be allowed on CBC radio and television networks, provided positive advertising methods are used, Walter E. Powell, CBC commercial manager, has announced at Toronto commercial headquarters. Advertising copy has to be approved by the CBC commercial acceptance division. Until now deodorant advertising on Canadian networks has been limited to household deodorants. Personal deodorants may now be advertised with certain copy limitations, including that of "social acceptability," and demonstrations that do not become too personal.

It is expected that as a result of the lifting of the ban against such advertising, a number of deodorant makers will use radio and tv network shows this summer.

Religious Radio-Tv Workshop Opens on July 29 in New York

U. S., Canadian and other foreign religious leaders will meet in New York again this summer for a two-week International Religious Radio-Tv Workshop, it was announced last week by the sponsoring National Council of Churches of Christ (USA). The annual conference begins July 29.

Included in the seminar are tours of network studios and talks by religious and commercial broadcasters. These include Pamela Ilott, CBS director of religious broadcasts; Gordon Alderman, program director at WHEN-TV Syracuse; Rev. Dana Kennedy, executive director of radio and television for the Protestant Episcopal National Council, and Rev. Charles H. Schmitz, broadcast training director for NCCC.

Purpose of the 14-day study of broadcasting is to familiarize the clergy with what NCCC calls "the best way to reach most people with the gospel"—through television.

CBC Outlets Not Exempt

CBC radio and television stations are not exempt from prosecution under the Lord's Day Act, Ontario Chief Justice J. C. McRuer ruled at Toronto on June 7. The CBC, CKEY Toronto, and three Toronto newspapers are charged with violating the Lord's Day Act on March 17. With the ruling against the CBC, trial of the stations and newspapers is to be held at Toronto on June 19.

The charges under the Lord's Day Act were laid by the Ontario Attorney-General on the issuance of a Sunday newspaper by the *Toronto Telegram* on March 17. The charge under the Lord's Day Act is for gathering and disseminating news and advertising on Sundays, work not considered "a work of mercy or necessity," which types of work are allowed under the 50-year old legislation.

CBC Establishes Export Unit

CBC has established an export department to handle sales of Canadian-produced television programs. The department was made necessary by the continuing demand for Canadian tv programs in Great Britain. The new export department is part of the CBC commercial division. Gunnar Rugheimer, has been appointed manager of the new export department.

In the past year CBC has sold 20 film recordings of its tv dramas to the British Broadcasting Corp.

ROGER HODGKINS, *Chief Engineer, WGAN-TV, Portland, Maine,* SAYS:

"After 1500 hours of on-scene operation, this G-E camera tube still shows no stickiness!"

"THE General Electric camera tube I'm holding has given WGAN-TV more than 1500 hours of top-grade service. And that's with target voltage up. Count the time the filament was lit during camera warm-ups, and you can increase the hours even more.

"At no time has there been a fall-off in picture quality. Resolution is still excellent, burn-in is negligible. In fact, we can use this G-E tube today and be sure of sending out a signal that meets WGAN-TV's high quality standards.

"Our General Electric camera tubes match WGAN-TV's policy of using only the finest equipment. They produce superior pictures and return full-dollar tube life, a combination that is helping us maintain WGAN-TV's reputation of 'traditionally Maine's finest'."

* * *

For quality performance that will please your audience and your advertisers, replace with G-E Broadcast-Designed image orthicons! Your local General Electric tube distributor stocks GL-5820's. Phone him today! *Distributor Sales, Electronic Components Division, General Electric Company, Schenectady 5, New York.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

161-1G3

YOUNG QUESTIONS 'POWER' RADIO

ADAM YOUNG Inc., New York station representative whose list includes several radio outlets with high power, last week said in effect that a so-called "powerhouse" radio station is not necessarily powerful as an advertising medium in today's market. It did so by releasing the second in a series of three critical surveys on the status of radio in the U. S. today [B•T, May 13; CLOSED CIRCUIT, June 3].

The study states that "implied effectiveness, based upon facilities alone, e. g., power, coverage, cannot measure a station's true advertiser value. It also implies that a good deal of the power boasted by "powerhouse" station managers is purely physical and that this is not the sort of "power" today's advertiser needs. Rather, the power that sells is programming popularity, the report concludes.

MR. YOUNG

The report wastes little time getting to specifics. In fact, it signals its punch on the cover page, by quoting the Roman statesman-poet Cicero: "Power . . . is so far from being desirable in itself that it sometimes ought to be refused, and sometimes to be resigned."

Things have changed, the report says. "A few years ago," it states, the "powerhouse stations" offered dominance of market, coverage of other, adjacent markets, and penetration of vast rural areas. Furthermore, their rates—"at that time"—were "in reasonable alignment with delivered audiences."

But no more do these conditions hold true, the report claims. With the growth of tv and the decline of radio networks, local stations have proven beyond a doubt that it's the popular acceptance of its programming, not the power, that has accounted for their "spectacular audience gains." (To back up this claim, the Young study cites a comparison look at Pulse share of audience data between November 1952 and November 1956. Clear channel stations [FCC Classes I and II] have gained, but regional and local stations [Class III and IV] have bypassed them in audience.)

The report goes on: "Often a powerful station will encompass several markets within its signal area (exclusive of its local market). It would appear, therefore, that the advertiser using such a station eliminates the need for employing local radio in each of these markets. While such reasoning was applicable a few years ago, audience measurements do not substantiate this theory today. There are few major markets which are not served effectively by local independent stations. Consequently, listeners need not rely upon stations many miles distant from their own market for entertainment and information." Again, Pulse is cited as proof.

But, said the Young study, this does not mean that "powerhouse stations" no longer serve advertisers' needs. In the case of Tampa-St. Petersburg, where the "outside area" constitutes a sizeable percentage of the twin-city market, the effective buying income of the non-metropolitan area (76% of the metropolitan EBI) is "virtually as important as the metropolitan market area itself to national advertisers," thus, power is required. On the other hand, in Phoenix, Ariz., the outside area's effective buying income is but 39% of metropolitan Phoenix' EBI, thus, that area's importance is considerably reduced so far as national advertisers are concerned.

Another argument of the powerhouse stations is that they reach America on the move, the car audience. But, asks Young, how many drivers are aware of the station's existence, e.g., call letters, frequency, if these stations do not promote themselves via highway billboards? "Furthermore," the study says, "programming must be adaptable to the desires of the traveler (i.e., road bulletins, weather reports, news, and non-distracting entertainment). This format is usually characteristic of the independent station. . . .

"It is seldom that this 'auto-plus' audience is of sufficient value to the advertiser *by itself* to justify paying the higher rates associated with the more powerful stations (again, the exception would hold true in tourist-heavy areas such as Florida)."

In discussing this latest report, Mr. Young and his radio research vice president, Bill Crumley, pointed out that they had "no axe to grind," but that the survey merely reflected the Young firm's credo: "Local programming on the grass roots' level." Mr. Young said that he felt network programming was more a liability than an asset to a station's standing. Asked whether this report could possibly injure the rep firm's standing with its own client roster, or at least a segment of it, Mr. Crumley said: "It's a chance we have to take. . . . What's good for radio is good for us."

Bob Hope Group Pays $3 Million for WREX-TV

A SYNDICATE headed by Bob Hope has bought WREX-TV Rockford, Ill., from Greater Rockford Television Inc. for $3 million, subject to FCC approval.

Mr. Hope, Martin Gang, James Saphier, Albert Zugsmith, Arthur Hogan and Ashley Robison comprise the organization buying WREX-TV. Messrs. Hope, Gang and Saphier are majority stockholders of KOA-TV Denver. Messrs. Zugsmith and Hogan have interst in KVSM San Mateo, Calif., KBMI and KSHO-TV Las Vegas, Nev., and KULA-AM-TV Honolulu, Hawaii. Mr. Hogan also owns KFOX Long Beach, Calif.

WREX-TV operates on ch. 13, with power of 45.7 kw visual, 22.9 kw aural and antenna height above average terrain of 660 ft. The station is affiliated with ABC and CBS and began operation Oct. 1, 1953.

Greater Rockford owners include Bruce R. Gran and WROK Rockford. Mr. Gran is theatre owner and WROK interests publish the *Rockford Star* and *Register-Republic*.

A Greater Rockford balance sheet dated

ABC-TV saluted KTVI (TV) St. Louis last Wednesday with a presentation entitled. "No More St. Louis Blues" [B•T, June 3], during which it presented ABC-TV's "gains in the network picture, its improved coverage throughout the country and the outlook for the coming season" to some 500 advertising and broadcasting representatives. The presentation also noted KTVI's recent switch to vhf and its ABC-TV affiliation. Pictured at the meeting are (l to r) Jack Davis, vice president of Blair-Tv, Chicago; James Aubrey, vice president in charge of programming and talent for ABC-TV; J. J. Bernard, vice president-general manager of KTVI; Joseph Thul, advertising manager of 7-Up Co., St. Louis, and alternate sponsor of ABC-TV's *Tales of Zorro*, and Oliver Treyz, vice president in charge of ABC-TV. KTVI plans to carry almost all regularly scheduled ABC-TV programs in the fall.

June 30, 1955, showed a surplus of $8,500. Net income from June 30, 1955, to Feb. 29, 1956, totaled $99,500. Long term liabilities as of Feb. 29, 1956, were about $270,000. Broker: Albert Zugsmith Corp.

Other sales announced last week, also subject to FCC approval, were:

James Broadcasting Co. has bought WLOW Portsmouth, Va., from Winston-Salem Broadcasting Co. for $250,000. James principals include John Quincy, real estate dealer; Richard Maguire and James J. Maloney, attorneys, and Arthur Haley, general manager and 4.7% owner of WORL Boston. Messrs. Quincy, Maguire, Maloney and Haley each own 24% of the James Co. The station is an MBS affiliate on 1400 kc, 250 w unlimited. Broker was R. C. Crisler.

Doris Brown and associates have sold WHBG Harrisonburg, Va., to Robert C. Currie Jr., and Frederick R. Griffiths for $65,000. Mr. Currie has a minority interest in WXEX-TV Petersburg, Va. Mr. Griffiths is operations manager of WJAR-TV Providence, R. I. WHBG operates on 1360 kc, 5 kw daytime. Broker was Paul H. Chapman Co.

KIHO Sioux Falls, S. D., has been sold to James A. Saunders and John W. Hazlett by Leslie P. Ware for $65,000. Mr. Saunders is auto executive and Mr. Hazlett the sales manager of WDGY Minneapolis. The 1 kilowatter operates on 1270 kc, with the use of a daytime directional antenna. Broker: Hamilton, Stubblefield, Twining & Assoc.

Night Radio 'Prime,' Reports PGW's Teter

AN answer to current attempts to get radio stations to make substantial cuts in their nighttime rates is being released today (Monday) by Peters, Griffin, Woodward Inc.

Robert H. Teter, PGW vice president and radio director, said studies conducted by his firm over a period of 10 months show that, dollar for dollar, nighttime is already "prime time" in terms of audience opportunity for radio advertisers.

Nighttime spot radio rates now in effect, he said, enable an advertiser to buy 9.6% more radio families at night (between 6 and 10 p.m.) than in the most-sought-after morning times (6:30-9 a.m.). Under current rates the advertiser can get that much more at night for the same expenditure and with essentially the same audience composition, Mr. Teter asserted.

The PGW statement made no reference to the current movement, spearheaded by the representation firm of Edward Petry & Co., to encourage radio stations to cut nighttime prices to approximately one-half of daytime charges in order to entice more advertisers into evening periods [B•T, May 27]. But there seemed little doubt that, although the origin of the PGW study predated the Petry move by several months, the release of the data was intended at least in part to offset rate-cut drives.

Mr. Teter said, "Broadcasters and advertisers should examine their position and attitudes toward nighttime spot radio broadcasting to make sure they are not overlooking one of the most powerful selling opportunities in advertising."

The PGW study covered client stations in 23 markets of all sizes, embracing more than 30% of all U. S. radio homes, officials explained.

It also showed, they said, that the composition of audiences is substantially the same day and night. For instance, they pointed out, it was found that there is a slightly larger percentage of men listeners at night (42%) than in the morning (39%).

Crowell-Collier Lost But Profited on KFWB

THE acquisition last year by Crowell-Collier Pub. Co. of KFWB Los Angeles helped the publishing firm offset its threatened $5 million loss for 1956 to the amount of $61,701.68, according to a stockholder report issued last week. The report confirmed in black and white that 1956 was a bad year for the company.

Crowell-Collier, lacking a president (following the resignation Feb. 15 of Paul C. Smith), is operating under Sumner Blossom, former *American* magazine editor. As chief executive officer, he reported:

• Crowell-Collier's consolidated loss for 1956 was $4.4 million. This follows a mag-

WAKR is First in listeners

HOOPER RADIO AUDIENCE INDEX
Share of Radio Audience — Akron City Zone

MORNING (7 AM-12 NOON)
Monday thru Friday
JAN. thru MAR., 1957

WAKR	50.2
■ Station "A"	4.9
Station "B"	13.0
Station "C"	24.2
■ Station "D"	2.0
Station "E"	2.8

AFTERNOON (12 NOON TO 6 PM)
Monday thru Friday
JAN thru MAR., 1957

WAKR	39.7
■ Station "A"	6.0
Station "B"	13.1
Station "C"	28.9
■ Station "D"	2.3
Station "E"	6.9

NIGHT (6 PM — 10:30 PM)
Monday thru Friday
OCT. thru DEC., 1956

WAKR	57.7
■ Station "A"	9.8
Station "B"	18.4
Station "C"	—*
■ Station "D"	3.0
Station "E"	—*

■ Cleveland Stations with primary service in Akron * Off the air

NIELSEN NCS AND PULSE ALSO AGREE THAT WAKR IS A DECIDED FIRST.

Represented Nationally by BURKE-STUART Company, Inc.

• NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

WAKR-TV • WAKR-RADIO
RADIO-TELEVISION CENTER — 853 Copley Road — Akron 20, Ohio

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

You're in good company on WGN-RADIO Chicago

Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

THE PEOPLE'S CHOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

7 DAYS 6 NIGHTS
(per person double) $46.50
including MEALS
Sovereign HOTEL
at 44th and the OCEAN
Overlooking the FONTAINEBLEAU MIAMI BEACH

azine loss of approximately $8 million, an additional $1.6 million loss arising from the magazines' suspension (*Collier's, Woman's Home Companion* and *American*); a consolidated profit of $5.1 million on sales of $26,405,712 from diversified sources (e.g., KFWB, Crowell-Collier Record Clubs, P. F. Collier & Son, etc.). As of Dec. 31, 1956, the firm owed $3.5 million to creditors in the magazine trade, but aggregate payment of $2.4 million has been made through this past May 21. It has paid $622,750 to Cowles Magazines, Curtis Pub. Co. and McCall Corp. for assuming unfilled magazine subscriptions and will pay another $1.8 million in installments running into 1958.

• It has arrived at a settlement with its former employes regarding severance pay by adding $645,000 to the $500,000 it has paid out already. Settlement will be made in installments between now and the second half of 1958. This was the result of legal action taken by the employes against the parent company. But still pending is a $300,000 suit launched last year by former KFWB General Sales Manager Morton Sidley.

Despite these and other liabilities plaguing the company, its new board chairman, Wilton D. Cole, predicted a brighter future for Crowell-Collier. Optimism is based on the continuing sales gain of its book-publishing subsidiary, its record clubs and KFWB. "This station," Mr. Cole said, "is located in one of the best and most rapidly growing radio broadcasting markets in the U. S. and your management believes that the outlook for the growth of this subsidiary is good."

Attorneys See No Legal Bar To Giving L. A. Revenue Data

THERE is no legal objection to supplying the city clerk of the city of Los Angeles with information concerning the sources of revenue of radio and tv stations, the location of offices, studios and transmitters and the division of audience inside and outside of city limits, in the opinion of a committee of broadcast attorneys who met last Wednesday to discuss the proper legal approaches to the request of the city for this information [B•T, June 3].

The goal is to determine a formula for applying the city's sales and use tax to broadcast operations if they are determined to be taxable.

While the final decision is of course up to the management of the individual broadcast stations and networks, their lawyers agreed that providing the city with this sort of information would in no way constitute a concession as to taxability, Richard Jenks of CBS, chairman of the committee, said. The group stressed, however, that in providing this information the broadcasters should show clearly how much of their business comes from advertisers and agencies from outside the city, how much of their physical plant (studios, transmitters, offices) is located outside city limits and what percent of their total audience listens or views from outside. On the last point, Mr. Jenks said that several stations have estimated that only about 30% of their audience is located inside the city of Los Angeles.

The committee, organized at the suggestion of Southern California Broadcasters Assn., but including attorneys from tv as well as radio stations and networks, will hold another meeting this week, Mr. Jenks said. Attending last week's meeting were Harry Warner of KTLA (TV), Bruce Baumeister of KTTV (TV) and William Whitsett of Don Lee Broadcasting System. Robert P. Myers, ABC, and Richard H. Graham, NBC, were unable to be present last week, but are expected at future meetings.

Oberfelder Quits Burke-Stuart; Kerr Temporary Replacement

THE 13-month association by Theodore I. Oberfelder with Burke-Stuart Co., New York, station representative, ended Thursday with the announcement by B-S Board Chairman John M. Keating that Mr. Oberfelder and he had agreed upon a termination of services. Mr. Oberfelder, former sales vice president of WABC New York, had served as president of the firm since May 1956.

MR. OBERFELDER

No successor has been designated, but Mr. Keating temporarily has appointed Allan Kerr, general manager, to be in charge of the representation company.

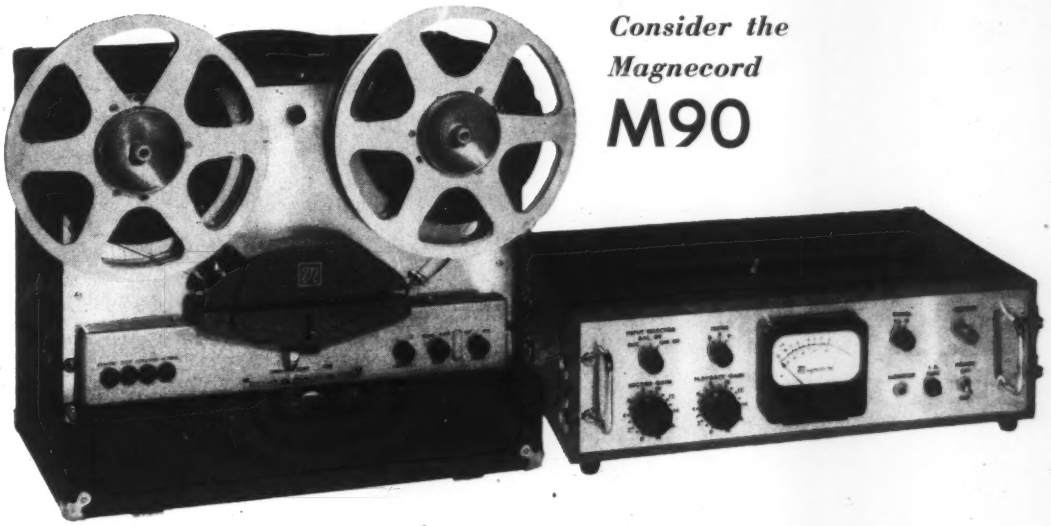
Mr. Keating's statement read in part: "The agreement provides that Oberfelder is relieved of his duties immediately and he has resigned." Mr. Oberfelder said that the parting was "amicable," that he had asked to be relieved, but that he had nothing but the highest regard for Burke-Stuart. He said he intends to go into station ownership and that he has "two or three" properties lined up which look "promising."

Morris to Be KNUZ Partner

DAVID H. MORRIS, KNUZ Houston station manager since station began in 1948, will become a member of the Veterans Broadcasting Co., the partnership which owns the station, under terms of an agreement announced June 12. The transaction is subject to approval by the FCC.

MR. MORRIS

KOSI DENVER
SAN FRANCISCO KOBY
Number One RADIO BUY
HOOPER – PULSE NIELSEN
KOSI — See Forjoe
KOBY — See Petry



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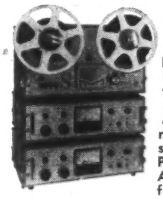

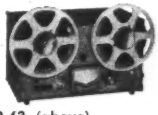

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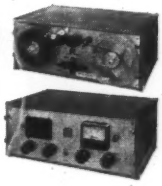

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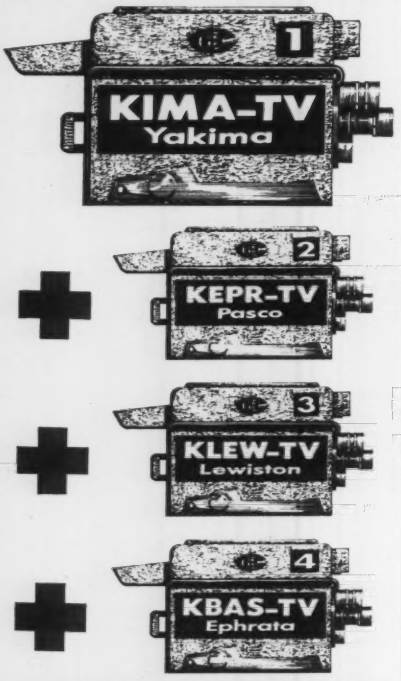

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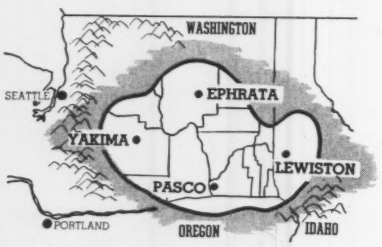


CASCADE
BROADCASTING COMPANY
NBC CBS ABC

NATIONAL REPRESENTATIVE:
WEED TELEVISION
SEATTLE AND PORTLAND: MOORE AND ASSOCIATES

MOSCOW—Premier Bulganin made them laugh when he told Bea Johnson's group of pioneering U. S. broadcasters that he knew they would not be allowed to tell the truth about the Soviet Union when they got home.

At the historical interview (DATELINES item, facing page) are (l to r, front row) Ruth Gallagher, Boston broadcaster for the Dept. of Agriculture; Freddie Seymour, WBET Brockton, Mass.; Miss Johnson, women's director of KMBC-AM-TV Kansas City, Mo., and organizer of the tour; Mildred Alexander, WTAR-AM-TV Norfolk, Va.; (l to r, back row) Jean Couper, WXYZ Detroit; Lee Knight, WSPD-AM-TV Toledo; Premier Bulganin; Bernice Hulin, WOI-TV Ames, Iowa; Sherrill Thraikill, assistant to Miss Johnson; Eleanore Pagnotti, WPTS Pittston, Pa. Others on the tour were pictured in B•T May 6.

DATELINES

Newsworthy News Coverage by Radio and Tv

PLYMOUTH—Radio and television ran ahead of the crowds gathered at Plymouth Rock, Mass., to start coverage of the arrival of the *Mayflower II* days before it was an accomplished fact.

WEEI Boston dispatched a cabin cruiser and an airplane Sunday, June 9, to start the story 200 miles at sea. As interest mounted in the days following, WEEI broadcast ship-to-shore reports from its cruiser, which carried, in addition to station and CBS staffers, Mrs. Joseph Meany, mother of the *Mayflower II* cabin boy, and the Plymouth Plantation Committee, headed by Henry Hornblower II. WEEI newsmen broadcast the landing Thursday from two booths at the reception center in Plymouth, where ceremonies took place.

WBZ-TV Boston welcomed the latter day pilgrims with four cameras to chronicle their progress from the bay to shore. Posted on land, sea and in the air, WBZ-TV crews handled extensive local and NBC-TV coverage slotted throughout the day Wednesday and Thursday. Highlight of Thursday coverage of the landing was an hour telecast of the colorful welcoming, sponsored on WBZ-outh, where ceremonies took place.

The plane sent out by WNAC-TV Boston and the Yankee Network sighted the famous bark Sunday. From that point WNAC and WNAC-TV followed the *Mayflower II* into harbor, detailing its course in live pick ups and newsfilm. Boston stations installed special lines at Plymouth and Provincetown to handle the event.

WCRB Boston added another dimension to its spot interviews and reports of the landing by programming a salute using music of the *Mayflower I* era. WORL Boston chartered a private plane to see the squarerigger to shore. Its tapes were on the air within one hour of the event.

Reports by WHDH Boston during the week of the ship's arrival were fed to WWDC Washington and WFBR Baltimore. They began Sunday when a special Northeast Airlines radio-tv flight sighted the little vessel, continuing from a charter boat via ship-to-shore reports Monday night off Nantucket Light, going on to Provincetown, and climaxing at Plymouth Thursday.

There the hometown station, WPLM Plymouth concluded the story it had begun

"KRIZ Phoenix plays the most romantic music!"

nearly eight weeks ago at Plymouth, England. At that time WPLM covered the embarkation by trans-Atlantic telephone [B•T May 6].

MOSCOW—May Day tapes collected here by Bea Johnson of KMBC-AM-TV Kansas City and the group of colleagues she organized for a precedent-breaking tour are being heard currently on stations across the United States. Miss Johnson and her group (photo facing page) were said to be the first group of Americans ever admitted to Moscow on May Day, the first group of American women ever to visit the U.S.S.R., and the first news group in the world to record interviews with Premier Bulganin and Marshal Zhukov.

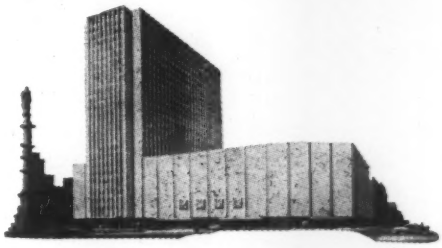
At the time the photograph was taken, Premier Bulganin had just spoken the widely quoted, "I do not want to make one of you a communist. No! I want only one thing. When you are back home you'll tell your people truthfully about us . . . But it will be very difficult for you. . . . You will not be allowed to tell all these things—and if you start to do it—you will be fired from your job."

However, Miss Johnson reports the touring broadcasters are back on the job in the U. S. and are running a series of broadcasts based on a wealth of taped material they gathered, and supplementing the story of what they heard with what they saw.

The May Day tour was the fruit of two years' effort on the part of Miss Johnson. She had taken a group of broadcasters to the Big Four conference in Geneva in 1955. There Pravda newsmen suggested bringing a similar group to Russia and suggested May Day as the time to see the most people and get the biggest story. But, they added, Americans could never be received that day because May Day was a family affair.

Miss Johnson came home and contacted all the officials, experts, and travel agents she could find. She talked to foreign correspondents who had tried repeatedly to get recorded interviews with top Soviet brass. "Impossible," was the answer on all sides, both to the question of a May Day tour and to recording interviews. She wrote twice to Ambassador Georgi Zaroubin. No reply. She wrote Intourist, Russia's official tourist bureau. No luck. Her children started posting signs at home, "Bears Ban Bea." For days Miss Johnson and her secretary got up before dawn to telephone Russia. In the midst of this effort a travel agency received a cable that the Soviet Union had granted visas for a May Day visit. The next day telephone service improved, and Miss Johnson got a good connection with Moscow. Through an interpreter she heard that all her wishes would be granted.

Many of them were, when the women got to the Kremlin. Twenty-three officials Miss Johnson had asked to interview on tape were on hand at conferences, luncheons and receptions arranged for them. Miss Johnson and her group got their unprecedented recorded interviews and left the next day for Czechoslovakia and Hungary. But there the red carpet ran out. Official interviews Miss Johnson had tried to arrange in those Iron Curtain countries were canceled.



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WFGA-TV JACKSONVILLE, FLA., expected to be on the air sometime in mid-summer, will be a basic affiliate of NBC, according to a joint announcement by George Hodges, president of the permittee Florida-Georgia Television Co., and officials of NBC. Pictured at the announcement are (standing l to r): Bernard Koteen, WFGA-TV counsel; Mitchell Wolfson, vice president of WFGA-TV (and president of WTVJ [TV] Miami), and Ralph W. Nimmons, general sales manager, of the new ch. 12 facility. Seated (l to r) are: Donald J. Mercer, NBC station relations director; George H. Hodges, president of WFGA-TV; and Jesse H. Cripe, station manager.

KVEC-TV Changed to KSBY-TV

CALL letters for KVEC-TV San Luis Obispo, Calif., have been changed to KSBY-TV, according to John C. Cohan, president of the station.

The change is part of KVEC-TV programming expansion that gives that station the same on-the-air schedule telecast by KSBW-TV Salinas-Monterey, Calif. A newly-constructed microwave relay system is being used by the two stations. Both outlets now are affiliated with CBS, ABC, and NBC and are equipped for network color.

Fred Beck, former manager of KVEC-TV has moved to Salinas to become operations director for the combined stations. Rowena Kimzey was transferred from KSBW-TV to KSBY-TV as resident manager.

Irvine New KROW Manager

JACK IRVINE was appointed general manager of KROW Oakland, Calif., Sheldon F. Sackett, president of KROW Inc., announced last week. Mr. Irvine was general manager of the Sackett properties during the past year, residing in Portland. He now moves to the organization's regional headquarters in Oakland. He will assume active management of KROW, and handle regional management duties as well.

Miller Renews WIND Contract

DISC JOCKEY Howard Miller has renewed his contract with WIND Chicago, Westinghouse Broadcasting Co. outlet, according to Ralph L. Atlass, general manager. In announcing his decision to remain with WIND, Mr. Miller declared that an independent radio operation is more effective for a disc jockey. According to WBC, several local columnists had speculated that when Mr. Miller's contract with the station runs out in July he would move to a local network station. Mr. Miller has a daily 15-minute show on CBS Radio.

CBS Unit Opens St. Louis Office

CBS Radio Spot Sales last week announced it is opening a St. Louis office, its seventh in the U. S. Gordon F. Hayes, general manager of CBS Radio Spot Sales, said the office would expand services to national advertisers in the central part of the country. Other offices of CBS Radio Spot Sales, which has marked considerable growth since its creation in 1932, are maintained in New York, Chicago, Atlanta, Detroit, Los Angeles and San Francisco.

Devney Opens Chicago Offices

DEVNEY Inc., radio-tv station representative, has announced the opening of new offices at 185 N. Wabash Ave., Chicago, with Rudolph Nelson as manager, effective last June 1. Devney stations formerly were handled in that city by Hal Holman, Chicago manager, Hal Holman Co., representative firm. E. J. Devney, president of Devney Inc., will continue handling Holman stations out of his New York office.

KOSI DENVER
SAN FRANCISCO KOBY
Number One RADIO BUY
HOOPER – PULSE NIELSEN
KOSI — See Forjoe
KOBY — See Petry

RCA to Install C-C Tv System In Georgia Elementary School

WHAT is said to be the nation's first state-sponsored educational closed-circuit television system will be installed this summer by RCA for the Georgia Department of Education, it was announced last week by Dr. M. D. Collins, state school superintendent, and E. C. Tracy, manager, RCA broadcast and tv equipment department.

The system will be installed in the Conley Hills Elementary School, Fulton County, and will go into classroom operation in September. It will serve primarily as a "laboratory" installation for Georgia educators who are studying the practicability of state-wide teaching-by-television. The project was authorized by the state board of education. Mrs. Mary Grubbs is the tv coordinator for the state department of education.

"The installation will mark the first time to our knowledge that a state department of education has established a pilot school to explore the applications and potential of educational television," Dr. Collins said. "It also will mark one of the first permanent installations of educational tv facilities at the grade school level."

Mr. Tracy said that the Conley Hills tv system will be a multi-channel installation, embracing four RCA tv camera chains linked by closed-circuit with twenty-six RCA Victor tv receivers installed in classrooms throughout the school. Film and live educational tv programs will be originated from a centralized tv studio now under construction within the school.

Two RCA "tv eye" cameras will be used with individual 16 mm sound-film projectors for school-wide transmission of educational motion picture films. Two RCA ITV-6 camera chains also will be installed in the tv studio for direct pick-up of lectures, demonstrations, and other live programs. Signals from the four camera chains will be fed to a Monitran, or miniature transmitter, for amplification and distribution throughout the school. The multi-channel installation will enable each classroom to tune in any one of the four school-originated film or studio programs, or any program broadcast by local or network tv stations in the area.

NAEB Offers WBC-Made Series

NATIONAL Assn. of Educational Broadcasters will offer to its member stations three of the program series produced by Westinghouse Broadcasting Co. for its own radio stations, according to Richard M. Pack, WBC programming vice president. The three series selected are *Of Many Things,* a series of essays featuring Dr. Berger Evans; *Books and Voices,* radio commentary on books produced by John K. M. McCaffery, and *Growing Pains,* featuring educator and child psychologist Helen Parkhurst.

Purdue U. Workshops Begin

SUMMER workshops on use of tv for education began at Purdue U., Lafayette, Ind., June 10-14. Additional sessions are set for July 1-5.

Leaders of the workshops include Judith Waller, formerly NBC Central Div. public affairs and education director; Ed Wegener, radio-tv director, Polytechnic Institute, and William Meadows, director of radio-tv services and training, General Television, Radio and Film Commission of the Methodist Church.

Larsen, Three Others Named In WGBH-FM-TV Appointments

APPOINTMENTS of a program manager and three producer-directors have been announced by WGBH-FM-TV Boston, educational stations.

Robert L. Larsen, formerly producer-director with the stations, becomes tv program manager. New producer-directors are Cabot Lyford, formerly with J. Walter Thompson Co., New York, and Theodore Steinke and Robert D. Squier, recipients of WGBH-TV scholarships at Boston U.

Receipt of a $15,000 grant from the Fund for the Advancement of Education by the WGBH Educational Foundation also was announced by Hartford N. Gunn Jr., general manager of the stations. Mr. Gunn noted that the grant represents a significant first step toward actual in-school television, the goal for an estimated 150 live half-hour programs being $56,000.

Boston Seminar Opens June 10

BOSTON U. will be host to about 30 experts in radio and television from 25 countries, who will participate in the 1957 International Seminar on Radio and Television, sponsored by the International Educational Exchange Service of the U. S. Department of State.

The seminar will be held from June 10 to October 11.

Tanski Wins WAAM (TV) Fund

THE WAAM (TV) television fellowship for 1957-58 was awarded to Joseph S. Tanski, Jr., producer-director at KYW-TV Cleveland, the Johns Hopkins U., Baltimore, has announced.

The fellowship, valued at $6,000, is for graduate study at Hopkins, and is given to persons professionally engaged in television.

EDUCATION SHORTS

WKY-AM-TV Oklahoma City, Okla., have awarded scholarships to two U. of Oklahoma students in memory of Hoyt Andres, late manager of stations. Awards of $168 tuition expense for one year went to radio-tv majors Bob Cobb of McAlester, Okla., and Sydney Ruth Grant of Barlesville, Okla.

National Educational Tv Network, Ann Arbor, Mich. premiered weekly film series, *The Written Word,* featuring Dr. Frank Baxter of U. of Southern California. Series of 15 16mm films later will be made available to schools and adult organizations through NET Audio Visual Center at Indiana U., Bloomington.

RCA Institutes Inc. scholarships valued at $1,958 each, for courses in advanced electronics, awarded to three New York high school seniors—Robert F. Betts, Richard C. Lehr and Sidney David—on basis of competitive examination.

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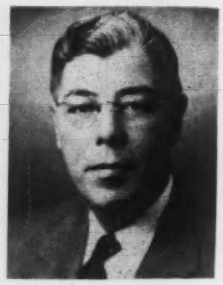
Willis Dials Lucky Number In Contest by KDAL-AM-TV

HERBERT A. WILLIS, president of Herbert Willis & Assoc., Minneapolis advertising agency, dialed the lucky number in the telephone contest recently conducted by KDAL-AM-TV Duluth, Minn., and for his trouble collected a two-week free vacation at Burntside Lodge near Ely, Minn.



MR. WILLIS

To acquaint agencies with the KDAL - AM - TV market story, the stations installed special telephones in Minneapolis, Chicago and New York offices. John Grandy, sales manager of KDAL-TV, recorded a sales message, and agencymen were invited to call his number. KDAL-TV Commercial Manager Odin Ramsland estimates that 75% of agency people invited to make the telephone call responded, and 30% took the trouble to write KDAL-AM-TV, thereby becoming eligible to win the vacation prize. Mayor Eugene Lambert of Duluth, after drawing Mr. Willis' name from entries, wrote all contestants acknowledging entries.

Schuebel Wins WHTN-TV Prize

REGGIE SCHUEBEL, head of the New York office of Guild, Bascom & Bonfigli, was announced by WHTN-TV Huntington, W. Va., as first prize winner of a Bermuda trip in the station's sales slogan contest. A $150 second prize went to Lee Gaynor, Dancer-Fitzgerald-Sample, and $75 third prize to Kay Knight, Gordon Best Co. The contest was originated by Robert R. Tincher, WHTN-TV general manager.

AAP Launches Popeye Promotion

THE first department store tie-in with the AAP Inc., New York, merchandising campaign on behalf of its Popeye cartoons was held June 8 at Macy's department store in New York. It drew more than 2,500 children and their parents in a two-hour morning period. Kiddies shook hands with "Captain" Allen Swift, m.c. of the Popeye show on WPIX (TV) New York, and received free balloons. New Popeye record album was put on sale at Macy's with 475 albums sold the first day. A number of other Popeye licensed items also were displayed and sold by the store. Other stores in various cities were slated to follow the Popeye-type promotion, with Jordan Marsh of Miami set for last week with "Skipper Chuck" of WTVJ (TV) Miami appearing. The store campaign is being handled by Paul Kwartin, director of merchandising at AAP.

WSBT-TV Announces Success With Medical Program Series

WSBT-TV South Bend, Ind., claims a public service success with a minimum budget on a four-part series designed to portray "the people, the purpose and the progress of medicine" in the community.

The station cooperated with the St. Joseph County (South Bend) Medical Society on four monthly half-hour programs, *In These Hands*, and reports unusual success and impact.

The show centered on the MD, recreating roles of people and facilities. Live segments were conducted by Dr. R. L. Sensenich, past president of American Medical Assn. Title and film format were developed by Linder-Scott Assoc., South Bend tv production agency, in cooperation with WSBT-TV's public service and production departments.

Through use of a newsreel technique the series contained staged re-enactments of medical case histories. Local amateur actors were employed in key roles, with rigid adherence to ethical standards. Subjects were heart disease and treatment, pediatrics and child care, family doctor's modern role and doctors' training program.

CBS Series to Profile Churchill

PRUDENTIAL-CBS' new *Twentieth Century* program series will premiere Oct. 20 with a special one-hour pictorial study of Sir Winston Churchill. CBS Public Affairs, producer of the series, stated last week. The program on Sir Winston "in effect epitomizes the concept, approach and premise of the series which will be devoted to the immediate past, the present and the future." The series will be made up of a minimum of 26 shows, five an hour long and the others half-hours. Prudential Insurance Co. of America is the series' sponsor, and Reach, McClinton & Co., the agency.

Late-Night NBC-TV Successor To 'Tonight' to Star Jack Paar

COMEDIAN Jack Paar will star in a new, late-night variety show on NBC-TV, it was announced last week by Manie Sacks, vice president, television network programs for NBC.

The show will be telecast Monday through Friday 11:30 p.m. to 1 a.m. EDT starting in mid-July to replace the current *Tonight* program. Format of the new show will hinge on comedy, music, guests and audience participation.

Mr. Sacks said top recording artists will play an important part in the show's format. Regulars in addition to Mr. Paar will be an orchestra leader who will take an active part in the proceedings, a 12-piece orchestra, an announcer and two members of a three-man panel. The panel will discuss and debate current subjects, both in show-business and out. A guest comedian will serve as the third member of the panel each night.

WJR's '35 Eventful Years'

WJR Detroit has issued a 33 ⅓ lp. record in connection with its 35th anniversary. The record, entitled "35 Eventful Years—1922-1957," contains the voices of Franklin D. Roosevelt, Al Smith, Amos 'n' Andy, among many others; the abdication address of Edward VIII; a description of the bombing of the *USS Panay* by Japanese planes; the 1938 first-round knockout of Max Schmeling by Joe Louis; Orson Welles' "War of the Worlds" and Winston Churchill's first speech as Prime Minister of England.

WSTV-TV Issues Directory

WSTV-TV Steubenville, Ohio, CBS affiliate, has prepared a comprehensive merchandising directory for use by its sponsors. The directory includes thousands of retailers in the coverage area of WSTV-TV in categories of department, variety, drugs, food and hardware stores.

WAAT Plans New Music Format

WAAT Newark, to devote entire schedule to its "tops in pops" format, will drop *Hometown Frolics* next week to make room for *Music in the Mood* from noon to 3 p.m. Uninterrupted popular music also will be heard from 9 p.m. to midnight on *Stardust Seranade*. The music will be uninterrupted except for commercial and/or service breaks at the quarter-hour mark, WAAT said. News and weather on the hour will continue, as will current public service heard nightly from 8:05-9 p.m. Morning edition of *Hometown Frolics* (6-9 a.m.) also continues.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE *L.B. Wilson* STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

NBC Reports 'Chain Lightning' Now in Force in 4,000 Markets

"CHAIN LIGHTNING," NBC Spot Radio's plan for merchandising by point-of-sale display, is now in operation in more than 4,000 chain and independent supermarkets in metropolitan areas of six major cities, according to Jack Reber, director of NBC Spot Sales. Mr. Reber made the announcement in connection with the mailing to agency prospects this week of a brochure explaining the plan's operation by radio stations represented by NBC Spot Sales, namely: WRCA New York, WRCV Philadelphia, WRC Washington, W M A Q Chicago, KNBC San Francisco and KGU Honolulu.

Under the plan, the stations have contracted with markets in their areas to provide special display space for advertisers. Sponsors qualify for these displays by scheduling a spot radio campaign on one or more of the "Chain Lightning" stations.

Station Presents Inter-Faith News

KRNT-TV Des Moines is presenting a live weekly religious news telecast, said to be the only program of this type televised in Des Moines. *Religious News*, a KRNT-TV News and Public Affairs Department production, is a quarter-hour special four-man team presentation of local, national and international religious events.

CBS-TV Schedules Hockey

CBS-TV is scheduled to telecast 21 professional hockey games next season beginning Saturday, Nov. 2, until final game of the season in March. Bill MacPhail, CBS sports director, stated that CBS-TV's coverage of 10 games last season proved so successful that this year the coverage is being doubled. During the intermission periods a hockey educational series will be presented to explain the rules and history of the game, as well as provide interviews with players and personalities.

1958's Radio Week: May 4-10

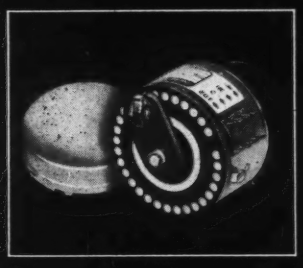
NATIONAL Radio Week in 1958 will be held May 4-10, the week ending on Mother's Day. It will be co-sponsored again by NARTB, Radio-Electronics-Tv Mfrs. Assn., National Appliance & Radio-Tv Dealers Assn. and Radio Advertising Bureau. The recent May 5-11 radio promotion was described as most successful of series begun in 1945.

KFBM-AM-TV Issue Service Book

KFMB-AM-TV San Diego have published a 50-page chronicle of public service called *In the Public Interest—Beyond the Call of Duty*. The hard cover, spiral-bound book carries a foreword by Jack Wrather, president of the stations, and a letter from San Diego Mayor Charles C. Dail.

In the Public Interest describes and illustrates contributions of the stations to civil defense, education, public affairs, religion and charities during 1956. Letters and press clippings are reproduced. Figures on the

BEHIND EVERY VOLUME CONTROL KNOB IS A DAVEN ATTENUATOR!



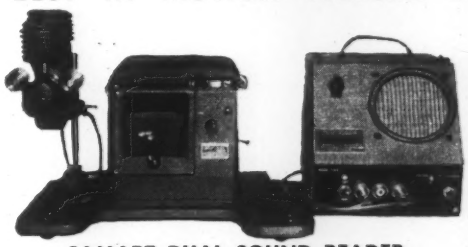
Write for the most complete catalog on attenuators in the world.

NOW CARRIED IN STOCK BY YOUR LOCAL JOBBER

THE DAVEN CO.
LIVINGSTON, NEW JERSEY

WORLD'S LARGEST MANUFACTURER OF ATTENUATORS

You can depend on CAMERA MART
FOR THE BEST IN MOTION PICTURE EQUIPMENT



CAMART DUAL SOUND READER

- Edit single and double system 16mm or 35mm optical sound.
- Edit single system Magnastripe or double system magnetic sound.
- Easy to attach to any 16mm motion picture viewer to obtain perfect lip-sync matching of picture to track.
- Works from left to right and right to left.
- Magnetic Model $185.00. Optical Model $195.00.

ECCO No. 1500 Speed Roll Applicator and Cleaning Fluid. Anti-static, anti-toxic.

Cleans, conditions and lubricates your film in one easy operation. Noninflammable, eliminates waxing, absolutely safe.

Ecco No. 1500 Applicator $29.50
ECCO No. 1500 Cleaning Fluid per gallon $9.60
ECCO No. 2000 Negative Cleaning Fluid per gallon... $6.50

the CAMERA MART inc.
1845 BROADWAY (at 60th St.) NEW YORK 23 • PLaza 7-6977 • Cable Cameramart
at Columbus Circle next to New York's new Coliseum

value of donated broadcast time are given, and four pages in the back of the book carry tabulations of public service announcements broadcast last year. Copies have gone to FCC members.

WPAT Reminds Timebuyers

COPIES of May 25 *New Yorker* magazine have been distributed to agency timebuyers and others in the trade by WPAT Paterson, N. J., to remind them of the station's advertisements in the magazine promoting the "Gaslight Station." WPAT emphasizes its "adult" audience and noted national spot advertising on the metropolitan New York outlet has increased 231% in two years.

Wrestling Returns to WGN-TV

WRESTLING fare, only recently dropped by WGN-TV Chicago as last of televised grappling programs in that city, has returned to tv—in color, this time. WNBQ (TV) announced it will air filmed *Wrestling from International Amphitheatre* every Saturday evening, with Fohrman Motors Inc. buying the series for 52 weeks starting June 8. Agency is Olian & Bronner Inc., Chicago. The first six programs will involve color film and others will be scheduled as they are made available. The series replaces another famous tv sport, *Championship Bowling*, and features bouts originally staged by promoter Fred Kohler.

WNYC Holds 'Opera Festival'

WNYC New York opened its week-long "Seventh Annual Opera Festival" on June 9, scheduling more than 60 hours of operatic programming during the period. The station carried four radio premieres of American operas and the American premieres of two operas during the week. Among the well-known operas broadcast were "The Marriage of Figaro," "Othello," "Il Trovatore," and "Don Giovanni."

Summer Replacement for MacRae

KEN CARPENTER will serve as host-announcer on NBC-TV's *Lux Video Theatre* during the summer months, while Gordon MacRae is on vacation. The summer series will present new programs, with no repeats. Earl Ebi will produce, with David McDearmon, Norman Morgan and James Yarbrough rotating as directors. Stanley Quinn is executive producer.

MBS Carries UN Radio Series

MBS has initiated new weekly program, *Around the World*, (Sun. 6:05-6:30 p.m. EDT). Produced by UN Radio, it offers a regular roundup of UN news highlights, interviews much world statesmen, true life featurettes narrated by film stars and a variety of special features reflecting UN activies of 81 countries comprising the organization.

WVNJ HEEDS ITS OWN ADVICE, EARNS ADVERTISING'S REWARDS

WVNJ Newark, N. J., believes strongly in the old catch phrases: "It Pays to Advertise" and "Practice What You Preach." In fact, the station is spending $400,000 to promote itself this year (50% in trade agreements)—and with good reason. This is why:

Last January, WVNJ was considered "low man" among the three major stations in the northern New Jersey market (which also penetrates the New York area). For some time the station had been mulling the idea of scrapping its "disc jockey music-news plus 'hard sell'" format. It decided then to institute a format stressing "Great Albums of Music." But even with a product it considered superior and likely to please, the station realized it had an educational missionary job to perform on listeners—and in a hurry.

Then and there, General Manager Ivon B. Newman and his associates handed over this project to Jay Victor & Assoc., Newark. The advertising agency and public relations organization conceived the plan of selling the station as a whole rather than specific programming under the theme: "Make It Part of Your Day" (referring to listening to WVNJ). After more than four months of building up so-called "product identity" through vigorous on-the-air promotion, newspaper advertising and various merchandising moves, the station today points to these accomplishments:

- WVNJ is 100% sold out in commercial availabilities and is turning away clients, as compared with 45% sold out last January.
- Today 40% of the station's business comes from national sponsors whereas last January only 10% was national.

WVNJ's format, consisting of recorded albums of music (show tunes, motion picture songs, standard tunes etc.) designed for relaxed listening, plus five-minute news segments broadcast every hour on the hour. Announcers, as distinguished from disc jockeys, deliver the commercials and announce the musical titles without any personal comment. Mr. Newman, Stephen Van Gluck, the program director, and the station's music librarians control the programming. There are no disk jockey "spiels" about records.

To sell this package, Jay Victor & Assoc. created the "Make It Part of Your Day" motif, linking listening to WVNJ to such customary and satisfying daily activities as feeding the baby, eating a hearty breakfast, playing with the family dog. An advertisement that was broadcast on the station and appeared in newspapers on Good Friday (April 19) approached the station's theme in this way:

"Make It Part of Your Day. During this holiday season—whatever your belief—seek the spirit that has given you faith and make prayer a part of your day. Even the desert has flowers and the dryest throat can sing a hymn. WVNJ plays great albums of music. But the greatest albums of all are in the voice of man reaching for the ear of God."

TOP ECHELON HUDDLE: Ivon Newman (l.) and Edward W. Scudder Jr., general manager and president, respectively, of WVNJ, examine one of the 35,000 program guides sent out monthly.

At the outset, the advertisements ran regularly in the *Newark Evening News*, which owns the station, and the *New York Daily Mirror*, which carried the space on a trade deal. These advertisements were aimed exclusively at the listening audience. After two months, the station decided to impress advertisers with the growth in the station's listenership and slanted advertisements in the *New York Times* and the *Newark News* to prospective sponsors. As further evidence that it believes in the value of advertising, the station is earmarking $400,000 for a one-year advertising campaign, including newspapers as well as trade publications.

One important facet of the station's overall effort to acquaint listeners and advertisers with WVNJ's new "face-lifting" was a free monthly program booklet listing all "Great Albums of Music" selections to be played during the period. Starting with about 10,000 requests for the booklet in January, Mr. Newman said, the figure jumped to 30,000 in two months and continues to mount.

With the Victor agency, the station has used another approach to reach New York and New Jersey agencies. It has reprinted 1,200 copies of each display ad for distribution to time buyers and also has sent them free programming booklets.

The station recently raised its rates from $9.50 to $12.50 for one-minute spot announcements but business continues to increase, according to Mr. Newman. He sees the foreseeable future as "very bright" with an extension of the formula that has paid off handsomely to date: "Give the public a good product—and advertise it and merchandise it as any other product that is up for sale."

CBS-TV's Friendly Unfriendly As Charges, NBC Helicopter Fly

NETWORK rivalry took to the air and sea last week when CBS-TV charged NBC-TV with using a helicopter Monday to buzz the early-morning *Jimmy Dean Show* which was emanating from the deck of the *USS Iowa* at the International Naval Review in Norfolk, Va. NBC-TV production personnel on the scene explained the incident was "a pure coincidence."

Edwin Friendly Jr., CBS daytime program director, claimed the helicopter was in contact with the NBC control tower for the full half-hour the *Dean* troupe was telecasting and remained "noisily stationary." Semaphore signals, he said, were used to "direct the broadcast sound receiving helicopter away," but these were not successful. Mr. Friendly said NBC's explanation about "coincidence" was "unconvincing" and hinted that the action might be connected with the *Jimmy Dean Show* "nosing out the NBC-Garroway slot in the Nielsen war."

But NBC reiterated later in the week that the event was a "pure coincidence." A spokesman said the helicopter was up in the air on a rehearsal run for the *Home* show and the pilot was not aware of the inconvenience he was causing the CBS-TV program. The NBC spokesman said that a few minutes after a U. S. Navy officer, serving as liaison, apprised the network of the incident, NBC ordered the helicopter pilot down. Producers of the *Home* show, he said, were "distressed" about the episode.

Educational Series on WPIX (TV)

METROPOLITAN Educational Television Assn. of New York has announced that starting in the fall it will present a daily half-hour educational program on WPIX (TV) there. WPIX will donate the time as a public service. The program series will be aired 11-11:30 a.m. Monday through Friday. One of the first presentations will be *The Living Blackboard*, a series which was produced by the Board of Education and presented on WPIX for four years starting in 1951. The new series is expected to be seen in more than 1,000 classrooms.

Puerto Rico Likes U. S. Tv Shows

ABC Film Syndication has sent advertisers and agencies a research bulletin designed to show that in the Puerto Rican market U. S. syndicated tv film shows dubbed in Spanish have high audience appeal. Compiling figures from the March Telepulse, ABC Film calculated that four of the top 15 shows in Puerto Rico (28.6%) are Spanish-dubbed U. S. films, even though less than 11% of all programs in the country are syndicated films. The bulletin includes a list of ABC Film Spanish-dubbed series, consisting of *Passport to Danger, Racket Squad, The Three Musketeers, Code Three* and *Sheena, Queen of the Jungle.*

THE METROPOLITAN VOICE

RADIO WSRS

GREATER CLEVELAND'S NUMBER 1 STATION

SRS "Radio-Active" MBS

NBC Radio Totes Up Spots For Public Service in 1956

IN 1956 NBC broadcast more than 1,000 one-minute television announcements and 2,600 one-minute radio announcements on behalf of more than a hundred different public service projects, according to "One Voice That Speaks to Millions Instantaneously," a booklet currently being distributed by the network. The booklet is devoted primarily to the network's contributions to worthy causes.

These thousands of announcements have created twelve billion viewer and listener impressions, and, it is pointed out, if the sponsoring agencies had paid for them, the cost would have been $9 million. These figures include only one-minute announcements. They do not include the special programs scheduled by the network, public service announcements scheduled by advertisers on their facilities, or countless personal appeals by radio-tv personalities.

Truman to 'Star' on CBS-TV

CBS-TV last week claimed a "beat" for its *Let's Take a Trip* program, announcing that the "star" of the show on June 30 will be former President Truman. On that day, the show (Sun., noon-12:30 p.m. EDT) will visit the Truman Library in Independence, Mo., which will be opened to the public for the first time July 6. The library contains a replica of the White House Oval Room (Mr. Truman's office when he was president), a reproduction of his official desk while chief executive and gifts the former President has received from all parts of the world.

Audubon Society Offers Series

NATIONAL Audubon Society is offering to stations a tape recorded 13-week series of 15-minute broadcasts featuring the songs and calls of American birds, insects and other wildlife. The series, recorded by the Laboratory of Ornithology, Cornell U., is narrated by Rea King, director of radio-tv, Audubon Society, and originates from WTIC Hartford. The series may be obtained from National Audubon Society, 1130 Fifth Ave., New York 28, N. Y.

Shouts Out; Silence Sells

A FIRST in sponsored "silence" is being claimed by W. S. Roberts Inc., Philadelphia advertising agency. The agency has arranged a spot contract on behalf of General Electric Products and with WRCV, same city. Each announcement starts with five seconds of silence, followed by the personality quietly informing the listeners that "GE feels it is not necessary to beat the audience's eardrums or bombastically shout in order to gain their attention and tell the story of G. E. products."

Bill Pierce Is Your BEST BUY In The SCRANTON MARKET

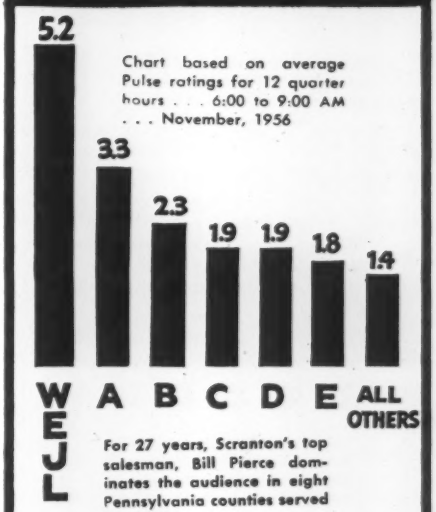


Chart based on average Pulse ratings for 12 quarter hours . . . 6:00 to 9:00 AM . . . November, 1956

For 27 years, Scranton's top salesman, Bill Pierce dominates the audience in eight Pennsylvania counties served by WEJL.

Ask MEEKER For Proof!

WEJL

The Scranton Times

SCRANTON, ... PENNA.

You're in good company on WGN-RADIO Chicago

Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

WTMJ-TV Feature Offers Aid To Meet Problems of Aging

LAST September Milwaukee's attention was drawn to the growing problems of old age by a weekly segment on Beulah Donahue's daily *Woman's World* show on WTMJ-TV Milwaukee.

The feature is called "The Vintage Years" and presents discussions with experts on the subject. Last month it flowered into a five-day conference co-sponsored by WTMJ-TV and the city recreation-adult education department, and the weeks following are seeing the birth of a community-wide effort to help senior citizens with their problems on a continuing basis.

Miss Donahue's idea for a conference on pre-retirement planning evolved after an appearance on one of her shows by D. B. Dyer, director of the Dept. of Municipal Recreation & Adult Education of the Milwaukee Public Schools. The two collaborated on the project that eventually drew more than 600 private citizens, educators, government and industry representatives to WTMJ-TV's Radio City for the meetings May 21-25.

Daily sessions, held from 1:30-4 p.m., featured doctors, clergymen, sociologists, educators, jurists and other leading citizens. After speeches and panel sessions, Miss Donahue each day led an audience brainstorm session. At the conference's conclusion a committee took the ideas generated in five days and went to work. One of its projects is assisting the Municipal Recreation Dept. in setting up courses on pre-retirement planning. Another is developing a permanent advisory service to work on old age questions. WTMJ-TV will stay in the front ranks of the movement by presenting a special tv series to augment the Recreation Dept. courses.

Free Travel Films Offered

ASSOCIATION FILMS, New York, is offering free of charge to tv stations a package of 20 summer travel films on points of tourist and cultural interest around the world. Called *Going Places,* the film package deals with such locales as Washington, D. C., Honduras, West Africa, New England and the Adirondacks.

CBS-TV's 'Playhouse of Mystery'

CBS-TV will air a half-hour summer series *Playhouse of Mystery* (Tues. 10:30-11 p.m, EDT) starting July 2. The dramas, rebroadcasts from previous dramatic programs, will feature such stars as Basil Rathbone, Paul Kelly, John Ireland, Jackie Cooper and Phyllis Kirk.

KTTV (TV) Promotes 'Kane' Series

TO announce the *New Adventures of Martin Kane* film tv series, KTTV (TV) Los Angeles had its news releases hand delivered by a pretty girl in a musical comedy French maid's costume and a butler bearing a silver tray, an ice bucket with a bottle of chilled white wine (Thunderbird, product of E. & J. Gallo Winery, sponsor of the program) and two glasses.

WNBQ (TV) Holds 'Fish Festival'

WNBQ (TV) Chicago is co-operating with the Illinois Dept. of Conservation in a Fish Festival contest for lucky anglers who watch its *Crunch and Des Show* each Saturday evening. A fish worth $25,000 in cash is released in one of 12 local area fishing spots each week. A variety including bass, yellow perch, crappies, bluegills and bullheads bear numbered tags good for the top award or one of 450 merchandise prizes. Among them are outdoor cooking units, camping tents, fishing kits, sleeping bags, picnic chests, suitcases and badminton sets. Details and contest rules are explained on each program, aired by WNBQ at 10:30 p.m., with festival running June 1-Sept. 15. The rules: When the fish is caught, it must be brought to WNBQ studios with name, address, age and telephone number of angler and two witnesses, plus data on the fish itself.

'Show-a-Thon' Promotes KTLA Star

TO introduce Mae Williams—singer who has started her own weekly half-hour program on KTLA (TV) Los Angeles—to the viewing public, KTLA put her on a special "Show-A-Thon." Miss Williams made 13 appearances on as many programs and in as many costumes during the afternoon and evening of one broadcast day. She later was introduced to advertiser and agency executives at a champagne party.

NBC Adds 'Nightline From Moscow'

NBC Radio has added a "Nightline From Moscow" segment, broadcast direct from the Soviet Union, on the network's *Nightline* program (Tues.-Wed.-Thurs. 8:05-10 p.m. EDT). Irving R. Levine, NBC's Moscow correspondent, will broadcast on the three days, starting at 8:30 p.m., with news of nightlife in Moscow, human interest stories and general information.

Phila. Stations Plan Radio Month

PHILADELPHIA stations will hold an annual Radio Month, following a successful promotion conducted during May. Believing that National Radio Week (May 5-11) was much too short, the city's broadcasters used the entire month to exploit the medium. Ralf Brent, of WIP, acting chairman of the promotion committee, said a permanent committee will be formed Aug. 12 by the city's 10 stations.

"We intend to recommend that our program be adopted throughout Pennsylvania and nationally in 1958," Mr. Brent said. Each station broadcast a theme 100 times a week during May, using a jingle based on the sentence, "All through your home and on the go, you get much more from radio." Each radio distributor in the city contributed $600 and used display material. A Miss Philadelphia promotion received extensive newspaper coverage and provided retail tie-ins. A two-hour motorcade also was staged.

TYPE 120-D

NEMS-CLARKE

FIELD INTENSITY METER

LIGHT WEIGHT
DIRECT READING
SELF-CONTAINED

A portable instrument for measuring the wide range of radio signal intensities from 540 to 1600 kc. Its range is from 10 microvolts to 10 volts per meter, making it equally effective for interference studies at low signal strengths and close-in measurements on high-power directional arrays.

Accuracy is assured by a calibration method that compensates for variations in tube characteristics and for voltage variations in the self-contained battery power supply. Operation is simple—measurements made rapidly—direct reading on all ranges—requires no charts or multiplication factors—no warm-up period necessary.

VISIT OUR DISPLAY AT THE NARTB CONVENTION SUITE 542 A

NEMS-CLARKE
Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND
For further information write Dept. K-1

Station Authorizations, Applications
(As Compiled by B•T)
June 5 through June 11

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

Am-Fm Summary through June 11

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	257	364	145
Fm	540	520	49	54	0

FCC Commercial Station Authorizations
As of February 28, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,000	513	290
Cps on air	31	16	225
Cps not on air	133	23	123
Total authorized	3,164	552	638
Applications in hearing	119	0	70
New station requests	303	10	56
New station bids in hearing	67	0	10
Facilities change requests	146	11	45
Total applications pending	900	112	353
Licenses deleted in February	0	2	0
Cps deleted in February	0	0	1

Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through June 11

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	386	89	475[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	353	324	677[1]
Noncomm. Educational	27	21	48[2]

Applications filed since April 14, 1952:
(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,090	337	851	579	1,429[3]
Noncomm. Educ.	67		37	29	66[4]
Total	1,157	337	888	608	1,496[5]

[1] 176 cps (33 vhf, 143 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

APPLICATIONS

St. Louis, Mo.—Wistenn Inc., uhf ch. 42 (638-644 mc); ERP 22.27 kw vis., 13.35 kw aur.; ant. height above average terrain 442 ft., above ground 464 ft. Estimated construction cost $144,500, first year operating cost $320,000, revenue $360,000. P. O. address 1017 S. Second St., Milwaukee, Wis. Studio location St. Louis. Trans. location St. Louis County. Geographic coordinates 38° 37' 43" N. Lat., 90° 11' 11" W. Long. Trans.-ant. RCA. Legal counsel Alan Wohlstetter, Washington, D. C. Consulting engineer William L. Foss, Washington, D. C. Equal partners are **Bernard D. Heifetz** and **William H. Schield Jr.,** Milwaukee businessmen, **Milton S. Binswanger Jr.,** Memphis, Tenn., businessman, and **William H. Schield Sr.,** St. Louis businessman. Announced June 6.

Weston, W. Va.—West Virginia Radio Corp., vhf ch. 5 (76-82 mc); ERP 100 kw vis., 50 kw aur.; ant. height above average terrain 1000 ft., above ground 682 ft. Estimated construction cost $600,586, first year operating cost $360,000, revenue $400,000. P. O. address 446 Spruce St., Morgantown, W. Va. Studio location Weston. Trans. location Harrison County. Geographic coordinates 39° 07' 06" N. Lat., 80° 21' 43" W. Long. Trans.-ant. RCA. Legal counsel Dow, Lohnes & Albertson, Washington, D. C. Consulting engineer Vandivere, Cohen & Wearn, Washington, D. C. Principals include **Mrs. Agnes Greer** (50.84%), and **West Virginia Newspaper Publishing Co.** (48.59%). Mrs. Greer owns over 50% **WAJR-AM-FM Morgantown** and 99% **WJER Dover, Ohio.** W. Va. Newspaper (owned 77.4% by Mrs. Greer) publishes *Morgantown Post* and *Dominion News* in Morgantown.

Existing Tv Stations

WVEC-TV Hampton, Va.—Seeks mod. of cp to change frequency from ch. 15 to ch. 13, ERP to 316 kw vis., 158 kw aur., trans. location and ant. height to 496 ft.

New Am Stations

Prescott, Ariz.—Northern Arizona Aircasters Inc. granted 1340 kc, 250 w unl. P. O. address P. O. Box 182, Scottsdale, Ariz. Estimated construction cost $10,134, first year operating cost $36,500, revenue $40,768. Principals are **Richard B. Gilbert** (54.05%), **William P. Mahoney Jr.** (13.51%), **Geoffrey A. Lapping** (13.51%), **H. K. Saxie Dowell** (13.51%), and others. Messrs. Gil-

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

EASTERN	MIDWEST . . . SOUTHWEST	SOUTH	WEST
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$250,000	$2,250,000	$70,000	$90,000
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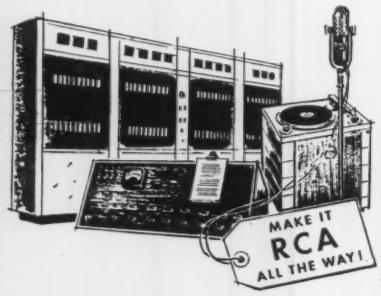

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bert, Lapping and Dowell hold interest in **KPOK Scottsdale, Ariz.** (cp). Announced June 6.

Redding, Calif. — Independent Broadcasters granted 1270 kc, 1 kw D. P. O. address P. O. Box 1109, Medford, Ore. Estimated construction cost $13,351, first year operating cost $40,000, revenue $48,000. Principals own **KBOY Medford** and **KLAD Klamath Falls,** both **Ore.** Announced June 6.

Bismarck, N. D.—Walter N. Nelskog, Paul Crain, Delbert Bertholf and D. Gene Williams d/b as Dakota Bcstrs. granted 1350 kc, 500 w D. P. O. address % Mr. Nelskog, 8633 39th Ave. S.W., Seattle, Wash. Estimated construction cost $16,100, first year operating cost $45,000, revenue $55,000. Principals are equal partners. Mr. Nelskog owns 50% of **KUTI Yakima, Wash.,** 50%, **KYNG Coos Bay, Ore.,** and 16⅔% **KORD Pasco, Wash.** Mr. Crain is 50% owner of applicant for am in Everett, Wash. Mr. Williams owns 51%, **KSPO Spokane, Wash.;** 25%, KUTI, and 50%, **KOYN Billings, Mont.** Mr. Bertholf owns 49%, KSPO: 25%, KUTI, and 50%, KOYN. Announced June 6.

Livingston, Tex.— Emmett H. Whitehead and **Tommie Cole Stripling d/b as Polk County's Bcstg. Service** granted 1220 kc, 250 w D, remote control trans. P. O. address % Mr. Whitehead, Rusk, Tex. Estimated construction cost $12,530, first year operating cost $21,000, revenue $30,000. Mr. Whitehead owns **KTLU Rusk, Tex.** Announced June 6.

Ravenswood, W. Va. — Valley Bcstrs. Inc. granted 1360 kc, 1 kw D. P. O. address % A. N. Archer, 317 Ninth St., Parkersburg, W. Va. Estimated construction cost $17,710, first year operating cost $32,832, revenue $36,500. Applicant is licensee of **WCOM Parkersburg.** Announced June 6.

APPLICATIONS

Marianna, Fla.—Southern Bcstg. Co. of Marianna, 1390 kc, 1 kw D. P. O. address % D. T. Brannon, Box 1031, Houma, La. Estimated construction cost $16,796, first year operating cost $45,000, revenue $60,000. Equal partners are **Denver T. Brannen** and wife and **John A. Dowdy** and wife. Mr. Brannen owns **WDEB Gulfport, Miss.,** and 98% **KCIL HOUMA.** Mr. Dowdy owns **WMGR Bainbridge, Ga.** Announced June 4.

Albany, Ky.—Albany Bcstg. Co., 1390 kc, 1 kw D. P. O. address % Cecil Speck, Albany. Estimated construction cost $12,666, first year operating cost $36,000, revenue $48,000. Equal partners are **Wallace Allred** and **Cecil Speck,** who have theatre interests. Announced June 4.

North Syracuse, N. Y.—James A. McKechnie, 1220 kc, 1 kw D. P. O. address 724 Allen St., Syracuse, N. Y. Estimated construction cost $17,605, first year operating cost $75,000, revenue $80,000. Mr. Mckechnie, 10% **WPDM Potsdam, N. Y.,** will be sole owner. Announced June 4.

Hamilton, Ohio—Walter L. Follmer, 1560 kc. 1 kw unl. P. O. address Box 173, Hamilton. Estimated construction cost $67,650, first year operating cost $62,500, revenue $85,000. Mr. Follmer, local contractor, will be sole owner. Announced May 31.

Clarion, Pa.—Clarion Bcstg. Co. 1300 kc, 1 kw D. P. O. address % Robert Z. Morrison, Box 120, La Crosse, Wis. Estimated construction cost $13,095, first year operating cost $37,300, revenue $40,000. **Victor D. Lindeman Jr.,** 4% **WTIV Titusville, Pa.,** and **Robert Z. Morrison,** sales mgr. **WKBH-AM-TV La Crosse** and 32% WTIV will be equal partners. Announced June 4.

Existing Am Stations

KGRH Fayetteville, Ark.—Seeks cp to change frequency to 1440 kc, increase power to 1 kw and change hours to D. Announced May 31.

WDOV Dover, Del.—Seeks cp to increase power to 5 kw.

KIWW San Antonio, Tex.—Seeks cp to change frequency to 1310 kc, increase power to 5 kw, install DA-D and change ant.-trans. location. Announced June 4.

New Fm Stations

West Covina, Calif.—Pacific-South Bcstg. Co., 98.3 mc, 808 w D. P. O. address Citizens Bank Building, 16 N. Marengo Ave., Pasadena, Calif. Estimated construction cost $13,000, first year operating cost $20,000, revenue $24,000. Equal partners are John K. Blanche, attorney, and Joseph D. Worth, salesman. Announced June 5.

Chicago, Ill.—Frank S. Kovas Jr. 103.5 mc 16 kw unl. P. O. address 8114 N. Kolmar, Skokie, Ill. Estimated construction cost $6,100, first year operating cost $14,000, revenue $20,000. Mr. Kovas, background music service owner, will be sole owner. Announced June 7.

Albany, N. Y.—Union University. 91.5 mc 10 kw unl. P. O. address 47 New Scotland Ave., Albany. Estimated construction cost $19,500, first year operating cost $20,000. Will be operated as educational station. Announced May 29.

Austin, Tex. Austin Radio Co. 92.3 mc 500 w unl. P. O. address Box 1191, Austin. Estimated construction cost $2,023, first year operating cost $6,000, revenue $9,000. Equal partners are Nancy and Nena Newborn, minors, their father Jacob Newborn is pres. Announced June 5.

Ownership Changes

WKYB-AM-FM Paducah, Ky.—Granted assignment of license from **WKYB Inc.** to **The Barrington Co. of Kentucky** for $150,000. **Aubrey D. Reid,** pres.-gen. mgr. **WEW St. Louis, Mo.,** will be sole owner. Announced June 6.

KLFY Lafayette, La.—Granted assignment of license from **Camellia Bcstg. Co.** to **Pelican Bcstg. Co.** for $140,000. **Howard T. Tellepsen** (50%), **Wright Morrow** (22.5%) and **John P. Goodwin** are all stockholders in **KTRK-TV Houston, Tex.** Announced June 6.

KENO Las Vegas, Nev.—Granted transfer of control of licenses corporation from **Nevada Bcstg. Co.** to **Howard F. Andersen, Frederick Von Hofen, Gordon B. Sherwood Jr.** and **C. E. McLaughlin** for $6,000. Mr. Andersen, advertising interests, Mr. Von Hofen, manager **KING Seattle, Wash.,** Mr. Sherwood, publisher, and Mr. McLaughlin, accounting interests, will be equal partners. Announced June 6.

KWYK Farmington, N. M.—Granted assignment of license from **Herman A. Cecil** to **Basin Bcstg. Co.** for $4,200. Equal partners are **Edwin E. Merriman,** 50% **KOTS Deming** and 33⅓ **KOBE Las Cruces,** both N. M., **Jimmie D. Gober,** 33⅓% KOBE and **Robert W. Tobey,** 50% KOTS and 33⅓% KOBE. Announced June 6.

KNIT Abilene, Tex.—Granted assignment of license from **Howard Barrett** and **Robert H. Nash** to **Key City Bcstrs. Inc.** for $25,000. New partner will be **John Mingus** and **R. Frank Junell.** Mr. Junell, 75% **KEDY-TV Big Spring, Tex.,** and Mr. **Mingus, manager KPAT Pampa, Tex.** become equal partners with Messrs. Nash and Barrett. Announced June 6.

KRWS Post, Tex.—Granted assignment of license from **KRWS Bcstrs.** to **Wallace Simpson** for $1,000. Mr. Simpson, present 75% owner, will be sole owner. Announced June 6.

APPLICATIONS

KCON Conway, Ark.—Seeks control by **James E. Clayton** through purchase of stock from **E. W. Martin, W. D. Ketcherside, S. T. Smith, S. T. Smith Jr., Thomas G. Wilson** and **Muriel Cobb** for $11,500. Mr. Clayton, formerly 20% owner, will own 62%. Announced May 31.

WTYT Titusville, Fla.—Seeks assignment of cp from **Titusville Bcstg. Co.** to **Mel Wheeler** for $2,500. Mr. Wheeler, 25% owner **WEAR-AM-TV Pensacola** and **WFNM De FUNIAK Springs,** both Fla., will be sole owner. Announced June 4.

KCUE Red Wing, Minn.—Seeks transfer of control of licensee corporation from **Victor J.** and

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FOR THE RECORD CONTINUED

Nicholas Tedesco to **Eugene G. Elston, Alfred C. Gentile, Clarence G. Thole, Robert Olson** and **John D. Rice** for $27,000. The new owners will own 60%. Mr. Elston, mgr. KCUE, Mr. Rice, mgr. **WCOW Sparta, Wis.**, Mr. Thole, appliance interests, Mr. Gentile, brewery employe, and Mr. Olson, automobile company mgr. Announced June 4.

WEYE Sanford, N. C.—Seeks transfer of control of licensee corporation from **Lee Bcstg. Corp.** to **Dallas L.** and **Martha H. Mackey** for $19,400. The Mackeys will own 74%. Mr. Mackey is public relations for State of North Carolina. Announced June 4.

KULF Galveston, Tex.—Seeks transfer of control of license corporation from **KLUF Bcstg. Co.** to **R. Lee Kemper, Edward Schreiber, John H. McCray, Robert T. Coleman, Thomas A. McCarthy, Morris Plantowsky, David H. Nathan, Preston Shirley** and **Ballinger Mills** for $40,000. All are local businessmen. Announced June 4.

KPAT Pampa, Tex.—Seeks assignment of license from **Pampa Bcstg. Co.** to **Gray County Bcstg. Co.** for $33,000. **Eldon B. Mahon** (45%), 50% owner **KVMC Colorado City, Tex., George O. Witten** (45%), automobile dealer, and **Oscar F. Wilkes** (10%), asst. mgr. **KPAR-TV Sweetwater, Tex.**, will be owners.

KRIV Camas, Wash.—Seeks assignment of license from **Gene R. Johnsick** to Mr. Johnsick and **Donald Nelson** for $6,250. Mr. Johnsick, 10% **KPOR Quincy, Wash.**, and Mr. Nelson, 65% KPOR, will be equal partners. Announced June 4.

Hearing Cases

FINAL DECISIONS

The Commission granted petition by KCBQ Inc., to sever its application to increase power of **KCBQ San Diego, Calif.**, from 1 kw-N, 5 kw-LS, DA-N, to 50 kw-LS, 5 kw-N, and change DA system, operating on 1170 kc from consolidated hearing with applications of **Robert Burdette, San Fernando, Calif.**, et al., and set forth issues upon which KCBQ application will be heard, and made **KRKD** and **KFSG**, both **Los Angeles**, parties to the proceeding.

The Commission granted petition by **Southern Oregon Bcstg. Co.** to dismiss its application to change facilities of station **KUIN Grants Pass, Ore.**, from 1340 kc, 250 w, unl. to 1480 kc, 1 kw, unl. dismissed as moot motion of **Voice of the Orange Empire** to strike exceptions and request of KUIN for oral argument; and terminated proceeding.

INSTRUCTION

The Commission on June 6 directed preparation of document looking toward denying petition for rehearing and other relief filed Aug. 24, 1956 by **Hartford Telecasting Co.** against the Commission's Decision of July 25, 1956 granting **Travelers Broadcasting Service Corp.** a construction permit for a new TV station to operate on ch. 3 in Hartford, Conn., and denying the competing application of Hartford Telecasting Co., Inc.

Routine Roundup

BROADCAST ACTIONS

By the Commission

American Bcstg. Network New York, N. Y.—Granted authority to transmit network or sustaining programs to stations **CBL Toronto**, and **CFCF Montreal, Canada**, and such other stations as the **Canadian Bcstg. Corp.**, desires, for the period ending June 2, 1958.

KPOK Scottsdale, Ariz.—Granted increase power from 1 kw to 5 kw, on 1440 kc, D; trans. remote control.

KBHS Hot Springs, Ark.—Granted increase power from 1 kw to 5 kw, on 590 kc, 1 kw, D; trans. remote control.

KSPO Spokane, Wash.—Granted change frequency from 1340 kc to 1230 kc, with 250 w, unl. Comr. Lee dissented and favored 309(b) letter.

KORD Pasco, Wash.—Granted increase power from 500 w to 1 kw, on 910 kc, D; trans. remote control.

Jefferson Radio Co. Irondale, Ala. Bessemer, Ala.—Designated for consolidated hearing application of Jefferson for new am on 1480 kc, 5 kw, D, and application to change facilities of WBCO from 1450 kc, 250 w, unl. to 1480 kc, 5 kw, D.

KPOF Denver, Colo.—Designated for hearing application (BML-1703) for Mod. of license to increase the number of specified hours during which station is authorized to operate; made KRRV, Sherman, Texas, a party to proceeding.

The FCC amended allocation table for stations by adding ch. 284 to **Oxnard**; substituting ch. 236 for 284 at **Santa Barbara**, and substituting ch. 273 for 236 in **Santa Maria**, all Calif. These changes will facilitate action on pending application of **Oxnard Bcstg. Corp.** for new fm on ch. 284 in Oxnard.

Granted renewal of license of the following stations: **KILA Hilo, Hawaii; WPAT Paterson, N. J.; WKDN Camden, N. J.**

Delta Television Corp., Greenwood Bcstg. Co., Inc. Greenwood, Miss.—Designated for consolidated hearing competing applications for new tv stations on ch. 6.

Frontier Bcstg. Co. Western Nebraska Television Inc. Alliance, Neb.—Designated for consolidated hearing competing applications for new tv stations on ch. 13 (BPCT-2194, 2205).

By letter, denied request of **Television Bcstg. Inc.** for temporary authorization to operate **KBMT** on ch. 12 at **Beaumont, Texas**, pending final action respecting regular use of said channel; for issuance of order requiring KBMT to show cause why its cp should not be modified to specify regular operation on ch. 12 in lieu of ch. 31; and for deferral of final action in ch. 4 proceeding, Beaumont. KBMT suspended operation on ch. 31 on August 1, 1956.

Community Television Project, Globe and Miami, Ariz.—Granted cps for two new tv translator stations, on ch. 77 to translate programs of **KOOL-TV** ch. 10 **Phoenix, Ariz.**, and on ch. 80 to translate programs of **KTVK (TV)** ch. 3, **Phoenix.** Translators will both serve Globe and Miami. Com. Lee dissented.

The FCC denied petition by Radio-Electronics-Television Manufacturers Association for extension of time from June 3 to June 28 to file comments in the rule-making proceeding to amend the TV translator rules.

TV RULE MAKING FINALIZED

The FCC finalized rule making and amended table of assignments as follows, effective July 12:

Added ch. 12 to **Farmington, N. M.**

Added ch. 10 to **Presque Isle, Me.**

TV RULE MAKING PROPOSAL

The Commission invites comments by July 3 to proposal by **WOWL-TV ch. 41, Florence, Ala.**, to substitute ch. 15 for ch. 41 in Florence by changing channels in **Gadsden, Ala.**, from 15 to 37; in **Corinth, Miss.**, from 29 to 41; and in **Grenada, Miss.**, from 15 to 44.

FURTHER PROPOSED TV RULE MAKING

The Commission invites comments by July 3 to petition by **KTNT-TV** ch. 11, **Tacoma, Wash.** to assign ch. 2 to **Portland, Oreg.** This proposal conflicts with outstanding conflicting rule-making proposals by (1) **Altru Bcstg. Co. Longview, Wash.**, to assign ch. 2 to Longview, Wash., and (2) by **KVAN-TV** ch. 21, **Vancouver, Wash.** to assign ch. 2 to Vancouver.

TV RULE MAKING PETITION DENIED

The Commission denied a petition by **KFSA-TV**, ch. 22, **Fort Smith Ark.** to shift ch. 5 from For Smith to **Fayette, Ark.**, and to order **American Television Inc.**, to show cause why its cp for **KNAC-TV** in Fort Smith should not be modified to provide operation on ch. 39 in lieu of ch. 5 Comr. Lee dissented; Comrs. Mack and Craven abstained from voting.

continues on page 112

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Sales manager thoroughly experienced in all the know-how of radio, with good references, good character, for the top country & western station in north Texas. $500.00 plus to right party. KTAN, Sherman, Texas.

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Experienced radio salesman for prosperous central Pennsylvania market. Supply employment record and minimum income requirements with application. Box 940G, B•T.

Sales position with old established CBS affiliate, market of 800,000. Guaranteed salary against commission. Sales management position possible within year if you can qualify. Send resume and picture first letter. Box 946G, B•T.

Salesman. Michigan. Major independent. Real opportunity for solid successful producer. Salary plus. Box 157A, B•T.

Excellent sales opportunity for experienced radio salesman. Top financial arrangement for the right man experienced in selling local accounts. Station has 22 staff members in rich agricultural and industrial area. Desire man wishing to settle in community of 40,000 and become permanent part of highly successful local operation. Apply Box 160A, B•T.

Salesman for fast growing station in good regional market. Salary plus commission. All replies given full consideration. KFRD, Rosenberg, Texas.

Experienced dependable salesman wanted by Radio Station KRAK, a 5,000 watt clear channel independent radio station in Stockton, California. Must be a go-getter with good promotional ideas and a hustler. Excellent opportunities. Guarantee of $400 per month against 15% commission on gross billing. Can easily exceed $6,000 per year in first year if you can close. Send complete resume to Ted Carlsen, KRAK, Wolf Hotel, Stockton, or phone HOward 4-4551.

Salesman: Salary plus commission. Car necessary. Send full information, photo, references and tape to KSCB, Liberal, Kansas.

Experienced salesman, radio. If you are aggressive, interested in making top money in substantial market with solid radio-tv operation, we want you. Opportunity excellent for permanent man who can produce. Guarantee and commission commensurate with your ability. No others need apply. Contact Jack Chapman, KTSM-Radio, El Paso, Texas.

Must know how to sell radio in competitive market. Excellent salary plus 15% commission after reaching salary figure. This is a great opportunity with new ownership. This entire market is open to a hard-hitting salesman. Send resume plus photo to James Stock, General Manager, WGKV, Charlestown, West Virginia.

RADIO

Help Wanted—(Cont'd)

Sales

Salesman-announcer, western Michigan daytime independent needs experienced key-man. Salary plus commission. Good pay for a good man! Write or wire Joe Butler, WKLZ, Kalamazoo.

We have interviewed dozens of men but are still looking for the salesman we want. If you can do a good job for an NBC owned station in a rich market, write, wire or phone Gustav Nathan, WKNB, West Hartford 10, Conn.

WTRL, Bradenton, Florida, wants salesman with proven record, who can also handle announcing. Market of 500,000 in sunshine state's fastest-growing area. Rush pix and details to Dick Doty, WTRL, Bradenton.

Sales opening in excellent market with independent, opportunity for right man. Guarantee $125.00 per week. Send resume Bill Ewing, WTUX, Wilmington, Delaware.

$100 or better for right man. Experience not essential. WVOS, Liberty, N. Y.

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Announcers

$160 a week for DJ—with flowing conversational delivery (breezy and informal)—sportscast pace. Adept at reading album liner-notes. Wanted by midwest—Great Lakes area station. If you're bright and buoyant, and use rhyming intros to records, write Box 692G, B•T.

Girl disc jockey. Must have personality and ability. Air and other work in station. Box 778G, B•T.

Job with a future for qualified staff announcer with several years deejay experience Illinois kilowatt independent. News writing ability helpful. Liberal bonus, other fringe benefits, personal interview necessary. List age, education, experience in detailed resume. Box 822G, B•T.

Experienced negro dj with good voice and personality wanted by a leading negro station. Send tape with resume. Box 923G, B•T.

Excellent opportunity for all-around radio and tv announcer. Strong on play-by-play. Must have five years experience. One of top 30 markets in country, 3rd in Pennsylvania. Send resume, tape and picture first letter. Box 945G, B•T.

Top station major market looking for personality deejays. Good pay for real producers. Send tape, resume and picture to Box 981G, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer with experience. General staff work. Run board. Good starting salary. Box 136A, B•T.

Will need a good announcer in near future. Station located in beautiful western North Carolina. Good fishing and hunting. Beginners will be considered. Permanent position. If you love your work and can get along with people, send full details to Box 170A, B•T.

Announcer strong on commercials with at least one year experience. Send tape and resume. KILO, Grand Forks, North Dakota.

Wanted—DJ-salesman. One of our top dj-salesmen whose income last year topped $9,000.00, is moving up to manage our newest station. If you've got the experience and ability to sell on the air and on the street, if you'd like living in the country's finest fishing and hunting vacation lands, and can take the place of a top dj-announcer in our music and news operation, send complete details in first letter to KLAD, Box 230, Klamath Falls, Oregon. Only the best should apply.

Announcer with first phone, emphasis announcing. Contact Chief Engineer, KSIJ, Gladewater, Texas.

Need immediately pop dj-music director for central Kansas outstanding 1,000 watt music-news. Town of 42,000 you'll like. Salary open, talent paid on personal appearances. Expanding organization wants an experienced air man capable of growing into management. Airmail complete background, photo, taped commercials, ad libs and news. J. D. Hill, KWHK Hutchinson, Kansas, "Where Agriculture and Industry Meet."

Staff newsman wanted with good voice, on the air experience and some disc show background to gather, write and air. Radio Station WERE, Cleveland, Ohio.

Experienced combo man, accent on announcing, workable knowledge of engineering, first phone. Job pays $100 a week. Send tape and resume to WHUC, Hudson, New York.

Good pay for the right man. Must have good voice, able to ad-lib, with plenty of sell, quality and production conscious, collect and write news, write commercial copy, must be absolutely dependable, must be full of enthusiasm and have excellent character. Send full resume, tape and salary requirements or apply in person to Monroe MacPherson, WION, P. O. Box 143, Ionia, Michigan.

Experienced announcer-salesman. Salary, commission, car allowance. WLDB, Atlantic City, N. J.

Successful midwest kilowatt has opening for general staff and news announcer. Qualifications: pleasant voice; flub-free delivery; sufficient experience to handle job in serious, professional manner. Complete resume with references, photo and tape to WMIX, Mt. Vernon, Illinois.

Experienced newsman needed now for 10 kw station. Gather, write, air local news. Some general announcing. Good opportunity for right man. Send tape, resume to WPAQ, Mount Airy, N. C.

Experienced announcer wanted immediately by WSSV, Petersburg, Virginia. Here's your chance to join highly successful organization operating both WSSV and WNOR, Norfolk, if you're good at pop deejay, news and commercials. Send tape, resume, salary requirements and photograph to Ray Moss, Radio Station WSSV, Petersburg, Va.

Minimum 5 years experience for afternoon shift. Interested in sports helpful. Station rated number one in Lexington, Kentucky market last five years. Present announcer leaving for 50,000 watt CBS radio-television affiliate after five years. Salary open. Send tape, background and picture to Donald J. Horton, WVLK, Lexington, Kentucky. No phone calls.

Announcer-engineer with first phone. Modern conditions. Soon 5,000 watts. Contact immediately General Manager, WWHG, Hornell, New York.

NO MATTER HOW **you look at it, a classified ad on this page is your best bet in getting top-flight personnel**

RADIO

Help Wanted—(Cont'd)

Announcers

Need immediately combination play-by-play and pop dj for central Kansas' outstanding 1,000 watt. Town of 42,000 you'll like. Sports include 117 basketball games, 35 football plus National Judo Big 7 and regional tourneys. Talent paid. Air-mail complete background, photo, sports tapes; taped commercials, music ad libs and news. J. D. Hill, KWHK, Hutchinson, Kansas, "Where Agriculture and Industry Meet".

Technical

Two first class engineers, no announcing. Excellent working conditions. Salary commensurate with experience. Permanent positions. Immediate opening. Central Pennsylvania. Box 626G, B•T.

Engineer-announcer with first class ticket and ability to write and air local news. $110 for 42-hour week. Midwest. Box 842G, B•T.

Combo man—must have first phone some hillbilly and/or pop experience. Excellent opportunity, top company, Box 989G, B•T.

Wanted—chief engineer for 5000 watt network affiliate, south, must stay sober, be cooperative, energetic and with good character. Full information, photo, references required with first letter. Box 100A, B•T.

Chief engineer for 50 kw station located in a resort area. Directional experience preferred but not necessarily essential. Box 127A, B•T.

Chief engineer-announcer wanted. $500 per month for a man who has had extensive chief's experience, knows engineering and is well above average in announcing. Permanency in a top flight station in a small market in the midwest is offered to a family man who can prove he is stable, wants to become a part of the community and share in the pride of a well run station. Box 139A, B•T.

The BIG MONEY goes to F. C. C. LICENSED MEN!

F.C.C. License—the Key to Better Jobs

An FCC **commercial** (not amateur) license is your ticket to higher pay and more interesting employment. This license is Federal Government evidence of your qualification. Employers are eager to hire **licensed** technicians.

Grantham Training is Best

Grantham School of Electronics **specializes** in preparing students to pass FCC examinations. We train you quickly and well. All courses begin with basic fundamentals—NO previous training required. Beginners get 1st class license in 12 weeks.

Learn by Mail or in Residence

You can train either by correspondence or in residence at either division of Grantham School of Electronics—Hollywood, Calif., or Washington, D. C. Our free booklet gives details of both types of courses. Send for your free copy today.

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821 19th Street N.W. Washington 6, D. C. **OR** 1505 N. Western Ave. Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my commercial FCC license quickly.

Name ----------

Address ----------

City ---------- State ----------

I am interested in:
☐ Home Study, ☐ Resident Classes

RADIO

Help Wanted—(Cont'd)

Technical

Are you an energetic engineer who has no chance for advancement in your present job, then we're looking for you. We are a two-station chain with the third station permit expected shortly. We need a chief engineer, a man capable of maintenance repair, and purchase of technical equipment. The man we hire will have a chance at the construction of our proposed third station. If you're a young married man who desires to assume a permanent and responsible position with an expanding firm, send all information to Box 158A, B•T.

Wanted immediately, engineer for chief engineer's position at 250 watt northern California station. Must have first class license and have some announcing and board experience. Good salary. Contact KUKI, Ukiah, California.

Wanted immediately, first class engineer for kilowatt daytime. Contact Charles Erhard by mail or phone 4-31381, WACB, Kittaning, Penna.

Wanted: Engineer with good hands and a head on his shoulders who likes broadcasting. I offer you: adequate pay, a congenial and understanding boss, and a challenging job with a small-market 5000-watt full-time station. Experience desirable but not essential. Contact: Chief Engineer, WCOJ, Coatesville, Penna.

Opportunity for first ticket engineer-announcer. Apply Jack Owens, WEIC, Charleston, Illinois.

To become chief with WGKV, ABC outlet in Charlestown, West Virginia, fully responsible for operation and maintenance, must have car. $90 per week, plus 15% on all sales if you can sell. Will consider all replies. Send resume plus photo to James Stock, General Manager.

First phone engineer, no announcing, technical school graduate, prefer married man. Union scale $85.50 start escalator increases. Daytime station. Write Bernie Koval, Radio Station WPEO, Peoria, Illinois.

First class engineer for 5 kw am transmitter. Immediate opening with a top NBC station. Contact Allan Burgess, WSYR, Syracuse, New York. Phone Granite 1-7111.

Programming-Production, Others

Continuity writer for large independent station. Excellent salary. Box 779G, B•T.

Program director—midwest major network affiliate has opening for program director. Must know rural audiences and farm programming. Be able to develop salable shows with fresh approaches. Salary open. Ideal location for family man. Send resume of education, experience and other pert'nent information first letter. Send reply to Box 101A, B•T.

RADIO

Help Wanted—(Cont'd)

Programs-Production, Others

Assistant promotion manager for 50 kw New England radio station. Experience, knowledge of audience, sales and station promotion required. Starting $90-$100, a week. Submit background and photo to Box 112A, B•T.

Here's the right slot for the right man! Fully accredited Iowa agency has opening for an experienced radio-tv director. Must be able to create top-grade copy with a powerful selling punch, supervise station production and service accounts. Some agency experience desirable, but initiative is a "must". You will have complete charge of radio-tv operations of this growing agency and be given full-creative rein. If you feel stymied in your present position and are looking for a chance to show what you can really produce, here's your chance. Salary $5,000 to $6,000 with generous profit sharing plan. Send complete background and availability date. Box 128A, B•T.

Wanted for immediate opening, a combination sports and program director. Starting salary for qualified man $350 per month. Send audition tape, photo and resume to Radio Station KBMN, Bozeman, Montana.

Experienced news man with good voice and delivery. Send tape and resume to Program Director, KREM, Spokane, Washington.

Copywriter. Experienced. Write to WEOK, Poughkeepsie, New York.

Young woman continuity writer. Immediate opening, qualified by experience or college training in journalism or radio speech, write advertising copy. Fulltime, must be proficient typist. Personal interview required. WKAN, Kankakee, Illinois, 36633.

Experienced newsman for growing news operation covering four counties. Send resume and tape to WLNA, Peekskill, New York.

RADIO

Situations Wanted

Management

General or commercial manager, experienced with best of references wants Florida station independent preferred. Now employed as general manager of southern station. Write Box 108A, B•T.

Manager: Young, aggressive, experienced. Now assistant manager, metropolitan independent. Small, medium, metropolitan market. Best references: past, present employers. Box 134A, B•T.

Station manager, you can't beat experience. This live-wire of energy and 48 has a wealth of knowledge and showmanship. Go-getter, not a chair warmer. Strong on sales, builds business. Box 142A, B•T.

Former head of broadcast corp. seeks position as station manager or sales manager. Minimum of $6,500 plus percentage. Prefer small or medium market in southeast. Available within one month. Box 143A, B•T.

We'll soon need:

3 Deejays **2 Newsmen**

1 Continuity Writer

Expanding Northeastern major-market multi-station group. If you're a pro who can do a job in highly competitive markets, you'll like our organization. Salaries open—and good! Tell all first letter. Tapes returned after careful audition. All replies confidential and staff knows of this ad.

Box 850G, B•T

RADIO

Situations Wanted—(Cont'd)

Management

Managerial experience. Manager who sells, top references, 29, family man, full information if you contact Box 150A, B•T.

Sales

Boost your radio-tv sales with experienced sales team. No salary, no advance, no draw. Work strictly on commission. Have recently bought radio-tv operation $15,000 business in 4 weeks, substantial amount cash. We not only sell accounts, but service them, too! Our policy: "To bring you more cash in advance than commissions earned". Write P. O. Box 976, N. Miami, Florida.

Announcers

Negro dj, versatile, all phases. Good board operator, travel. Box 874G, B•T.

Personality-dj. Strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 875G, B•T.

Girl-personality, dj. run own board, eager to please. Free to travel. Gimmicks and sales. Box 877G, B•T.

Smooth mature announcer, know good music and production. Request personal interview. Fully experienced, details on request. Box 934G, B•T.

DJ morning, 3 years experience, radio school trained, 2 years college, 27, single. Also parttime sales desire N. J., Conn., other replies considered. Box 979G, B•T.

Announcer, 10 years solid commercial experience. Interested all offers anywhere. Box 983G, B•T.

If you're looking for an announcer who has an eye for the future in big time radio; and also has two years experience, and is 21 years old (draft free) and whose salary is no problem if the station is right, then write to Box 102A, B•T for information.

Announcer, eight years experience, married, family, 32, would like radio or tv. Available immediately. Box 103A, B•T.

Announcer, short on experience, long on ambition. Strong music, Basie to Beethoven. News, commercials, write continuity, can operate board. Box 107A, B•T.

Make sports pay with fifteen year veteran play-by-play and studio. Family growing, present market can pay no more. Tapes, best references. Baseball a must. Box 109A, B•T.

Attention Mississippi! Married, 21, employed, staff announcer, sports man, five years experience. Two years in present location. References. $75 minimum. Box 117A, B•T.

Want a professional? I have seven years experience as announcer, copywriter, newsman and program director. College graduate, 29, references. Tape and photo on request. Box 124A, B•T.

Country-Western dj, announcer. Guitar. Third. Fifteen years experience. Available July. Box 125A, B•T.

Newsman wants permanent position. Part-time experience with 50 kw metropolitan clear, while finishing school. Master's and Bachelor's NU's Medill School of Journalism, radio-tv news major. Box 129A, B•T.

Attention California—$500 a month will buy a top rated dj personality, rapid fire sportscaster, experienced production and program man, plus a first phone. Available for interview. Write Box 130A, B•T.

Summer replacement announcer. Experienced, dependable, mature. Experienced copy. Taught radio. Box 132A, B•T.

High type network voice, six years experience. Independents, Mutual, ABC affiliates. Combo, versatile, news preferred. Box 137A, B•T.

Good old-fashioned announcer, 3rd class ticket. Mature family man seeks permanent position in states of New York, Vermont, or Tennessee. Good schools and housing important. Box 140A, B•T.

I'm a criminal because of high-pitched friendly voice, but for employer who rates brains, personality, experience, above glamour voice, I'm top buy. Good health, habits, references, family man 32. Box 141A, B•T.

Announcer. 3 years staff experience desires position commuting distance from N. Y. C. Box 145A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer, presently employed, 1 year experience, 23, vet, single. 3 years of college. Desires position in or around Chicago. Box 152A, B•T.

Announcer, married, veteran, 24. Graduate top Chicago broadcasting school. Strong commercials, good newscasting and dj shows. Tape available. Prefer south. Box 153A, B•T.

Attention major markets. Top-rated morning dj with 12 years experience desires change. Can arrange personal interview. Box 154A, B•T.

Personality dj 7 years experience. Would like to affiliate with a radio-tv outlet. Now employed. Box 164A, B•T.

Announcer, eight years experience, 32, radio or tv. No interest in "dj personality" stations. Available immediately. Gene Books, Hortonville, Wis. SPruce 9-6656.

Deejay, news, announcer, interviewer, emcee, actor. Bill Dillner, KCLN, Clinton, Iowa. $80.

News, sports, dj—Experienced, radio and television, college graduate, Harvard. Vacationing in San Francisco. Will relocate, George Hershey, General Delivery, San Francisco, California.

Technical

I'm in a rut. Chief same station over 15 years. Have installed 1 and 5 kw directional stations. Good announcer. Want good job with opportunity. Pacific coast. Box 105A, B•T.

Operator, first ticket, available now vacation relief, minimum two weeks. Experienced, go anywhere in east for adequate pay. Box 144A, B•T.

1st class engineer. 7 years experience construction, maintenance. Available immediately. Box 159A, B•T.

Transmitter and studio experience, First Telephone License. Typing and accounting. Box 161A, B•T.

First phone. Some receiver servicing experience. Want operating job. Clarence Broecker, 412 N. Park, Brenham, Texas.

Experienced transmitter engineer, for vacation fill, or maintenance. Wallace V. Rockefeller, Wood River, Nebraska.

Programming-Production, Others

Featured newscaster, deejay and commercial announcer, with 12 years experience (9 with present employer), desires position in Florida or nearby state. Have permanent American visa and can leave Canada on short notice. In my 30's and unattached. Have some teevee experience. Make me an offer. Will send further details and photo on request. Box 714G, B•T.

Experienced women's director, some tv. Versatile, strong sell, community relations—well versed other station functions. Wishes to relocate with progressive organization, larger market. Professional growth potential important. Box 742G, B•T.

Newsman-eight years, news director, newscaster-disc jock four years, 29 and single. Two state, one national award and one Pulitzer nomination. Want mobile-studio news department outside Texas. Call Mutual 3-2107 Midland, Texas before noon or write Box 110A, B•T.

West coast sportscaster, newsman. Sales ability. Managerial aptitude. Will grow with organization offering advancement, permanency, possible investment opportunity. Young, family, degree. Box 118A, B•T.

Experienced with all phases of studio production, including commercial and remote. Seeks position with station desiring a young (28) man with imagination and know-how. Box 122A, B•T.

Away from radio three months and lonesome. Eight years—fm to 50,000. Married, college graduate. Deejay equipped for outside dances, weatherman, newsman, writer and actor. Box 149A, B•T.

Top-flight newsman. Minimum $5,500. Experienced in newspaper and radio newswriting in Vermont, covering crime, courts, politics and legislature. Wide range friendly and reliable news sources. Can produce top-ranking local news coverage. New England only, Vermont-New Hampshire preferred. Write R. W. Smith, 26 Mt. Pleasant St., St. Johnsbury, Vt.

FOR SALE— TWO MONOPOLY STATIONS

In Choice Midwest Locations

STATION 1 — 250 w full time independent in county seat city. Good signal over rich farming area.

Grossing at near $100,000 with ownership earnings in excess of $25,000. Asking $120,000 with 29% down. Price includes $10,000 in net quick assets.

Station 2 — 500 w daytime independent near Lake Michigan. Solid industrial and agricultural area.

Grossing $65,000 annually with net ranging from $12,000 to $15,-000 in past few years. Asking $65,-000 with $29,000 down. Acreage and real estate valued at $12,900.

Full information available immediately to qualified buyers.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON
1625 Eye Street, N.W. National 8-1990

NEW YORK
60 East 42nd Street Murray Hill 7-4242

CHICAGO
35 East Wacker Drive Randolph 6-6760

TELEVISION

Help Wanted

Sales

Television sales. Salesman, young, personable, free to travel, sell special television promotion package. Expenses during training, commission when qualified. Give previous selling experience and as many particulars as possible. Please enclose recent snapshot. Box 755G, B•T.

Salesman, veteran or draft exempt, with one to three years radio-television sales experience. Good opportunity to become part of established station in expanding market. Write Personnel Department, WSBT-TV, South Bend 1, Indiana.

Announcers

Announcer. Pennsylvania station wants man for on-camera and booth work. Good salary for the right applicant. Send photo and resume to Box 847G, B•T.

Southeast NBC-TV affiliate needs announcer for on-camera work, with ability to sell the product. Good basic salary plus talent. Box 113A, B•T.

TV announcer for staff expanding midwest television station. Must have radio experience. Send full information, including photo and salary requirements, to Program Director, Post Office Box 470, Rockford, Illinois.

Announcer with sell ability with several years experience needed for capital city of Wyoming. Progressive organization, $85 a week to start. Contact Keith Ashton, Chief Announcer, KFBC-TV, Cheyenne, Wyoming.

Technical

Television engineer. First class license. State experience, education, etc. Write Roger Sawyer, Chief Engineer, KGLO-TV, Mason City, Iowa.

Chief engineer needed at tv station. Apply WFLB-TV, Fayetteville, N. C.

Combined radio and television station needs technician with first class license. Pay from $66 to $104 for 40 hours, five day week, depending upon experience. Send complete information first letter. Patrick S. Finnegan, Chief Engineer, WLBC-TV, Muncie, Indiana.

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Experienced director wanted southern NBC station. Must have good ideas for spots that sell. Send details to Box 114A, B•T.

TELEVISION

Situations Wanted

Management

27, single. Eager, ivy type. Five years administrative-operational experience with major network. Anxious relocate in time sales capacity. Box 116A, B•T.

Assistant manager, operations manager, program director. Thorough television experience, small, medium, major markets—commercial production, programming, promotion, station operation. Excellent references. Employed. Box 135A, B•T.

Announcers

Announcer-tv director. Available June 20. Experienced, now freelance, wants staff job, prefer the east. Box 121A, B•T.

Announcer-emcee. Strong on warm up, audience participation, interview. Good taste, judgment. Can project personality. Bud Collier, Bert Parks, Garry Moore type. Long experience. Live audiences. Ready for television. Travel for interview, audition. Box 151A, B•T.

Technical

Engineer, 2 years am chief. Desires tv position. South preferred. Box 126A, B•T.

Programs-Production, Others

Producer: Congenial and creative, will work with staff for top local productions. Radio and television experienced. Box 933G, B•T.

Solid experience all phases radio-tv news. English Degrees, resonant voice. Now in major market's leading radio-tv. Want challenge, responsibility in news operation. Box 962G, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Young director, aging fast at present station. Thoroughly experienced. References. Box 111A, B•T.

Family man now employed west coast. 12 years radio-tv promotion, news, production. Outstanding record. Currently holding executive position, but willing to prove myself on staff of well-managed operation with future. Minimum requirements: personal interview at your expense; moving expenses; $525 per month with opportunity for advancement. Box 115A, B•T.

Woman copywriter with several years radio, television experience. Familiar with other phases of production. Accustomed to responsibility. College graduate. Good references. Box 119A, B•T.

Program director, operations manager, assistant manager. See advertisement under "Management". Box 135A, B•T.

Writer-producer. High priced. Premium work; originality, delightful personality, gets things done. 13 years film, tv. Graduate work Radcliffe. Now Big 10 faculty. West, east coast. Box 138A, B•T.

Television training, plus thorough photographic background. Married, salary open, resume tells all. Ted Fishkind, 1925 Lilac Drive, Westbury, N. Y.

Toll Television

Persuasive writer with executive ability, solid background, poise in public, anxious to go to bat for toll or subscription tv. Box 166A, B•T.

FOR SALE

Stations

Midwest, daytime station, single station market, $48,000 full price, $18,000 cash, balance terms. Box 841G, B•T.

California fulltime station in growing metropolitan market. Network affiliate. $125,000.00, one-half cash required. Box 123A, B•T.

For sale 250 watt daytimer in Pacific northwest. Making money. $10,000 will handle. Total $40,000, includes real estate and accounts. Box 148A, B•T.

Carolina single station market rich agriculture and light industry purchaseable at annual gross business volume, $50 000. Short drive to coastal playgrounds, fresh and salt water fishing areas, nationally famous golf courses. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Sold. 40% of all the broadcast stations listed with this agency since its establishment. Private, confidential service. Ralph Erwin, Broker, Tulsa.

California fulltime kilowatt $125,000 down. Must sell—Exclusive—Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Tennessee daytimer, $65,000 total, terms available to responsible purchasers. This and eight other Southern stations now available. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Equipment

Excellent 2-way 35w mobile state police fm radios recently removed service. Easily convertible 26 mcs. Complete $80.00. Box 147A, B•T.

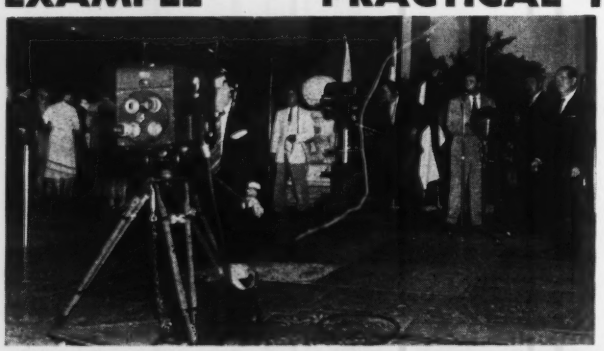
For sale—Best offer gets used Gates 28-CO limiting amplifier. Excellent condition. KGAF, Gainesville, Texas.

275 ft. of RG 17 coaxial cable (unused). Twenty percent off the market price. Contact Radio Station WGOL, Goldsboro, N. C.

200 watt GE transmitter type BT-20A. Purchase new, used 5½ years. Complete with tubes and a spare set plus two 1340 kc crystals. In excellent operating condition. Priced for quick sale. $1,000 F.O.B. station. Contact Charles Lawrence, Chief Engineer, WRAD, Radford, Va.

2 Presto 10-A turntables, reconditioned and converted for 3 speed. $100.00 each, F.O.B., Lumberton, N. C. Radio Station WTSB.

EXAMPLE——PRACTICAL TV TRAINING



This is a typical example of the practicality of ALL Northwest training. These students are actually doing a live remote from a recent movie premiere.

All Northwest classes are trained using methods like these—letting students work in a practical manner with everyday Telecasting problems. For *top* TV people call John Birrel.

NORTHWEST
Television–Radio Division
SCHOOLS
HOME OFFICE:
1221 N. W. 21st Avenue
Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA
1440 North Highland
HO 4-7822

CHICAGO, ILLINOIS . . . . . .
540 N. Michigan Avenue
DE 7-4504

FOR SALE—(Cont'd)

Equipment

For sale: one new Bliley Electric Company crystal, plug in type to fit transmitter for 1570 kc, type number BH8, serial number 554. Also, one 1570 crystal for General Radio Company frequency monitor. Will sell both for $120.00. Write P. O. Box 644, Brookhaven, Miss.

3 kw Federal Telephone fm transmitter with accompaning co-ax, antenna and monitors—$3500.00—C. L. Graham, Gadsden, Alabama—phone Liberty 6-1614.

WANTED TO BUY

Stations

Principal with radio and financial background interested in midwestern radio properties in primary and secondary markets. Inquiries direct from owner only will be given fullest consideration on a cash or term basis, provided however price is realistic and predicated on sound business basis. No brokers please. Box 950G, B•T.

Experienced broadcaster seeks a small market fulltime station. Have $11,000 available for downpayment. Box 106A, B•T.

AM, must cover entire San Francisco Bay area. Send full details, coverage map, power increase feasibility. All replies top secret. Box 131A, B•T.

Want to purchase and manage midwest local or daytimer. Replies kept confidential. Box 120A, B•T.

Equipment

Wanted—two Collins antenna rings for low end fm band and for 1⅝" line mounting. Rings without line or with damaged insulator can be used. State price, condition and actual location. Box 944G, B•T.

FM equipment wanted: 3, 5 or 10 kw. Transmitter, monitors, antenna, console. Box 146A, B•T.

Wanted, Channel 12 6 bay antenna, or will consider RCA high band 6 bay antenna for channel change. Contact Bill Kolb, KVSO-TV, phone 3030, Ardmore, Oklahoma.

Wanted—Coils, capacitors and rf change over relays for building a 5 kw phasor on 1390 kc. Send list of what you have with prices. WEAM, 2041 Wilson Blvd., Arlington, Va.

INSTRUCTION

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

Services

Yoks for Vox Jox! Personalized comedy material prepared for your show. Monthly service. Write Show-Biz (Dept. B), 1613 East 29th Street, Brooklyn 29, New York.

RADIO

Help Wanted

NEW MIDWEST POWER RADIO STATION

must have **SALESMEN** who are aggressive, self starting, with radio background. Base salary (not a draw) and 20% commission. These are $10,000.00 positions. Resume sales, business experience, photograph, business references required.

NEWS DIRECTOR—top position, complete facilities, mobile units. Must have voice authority, late model car. Audition tape, photograph, business references, background.

ANNOUNCERS—Air salesmen (not pitchmen) with general background. Minimum two years experience. Must be combo men, 1st phone. Audition tape, complete background, photograph, business references.

Married men preferred in all above cases. All replies confidential.

Address replies to Box 169A, B•T.

RADIO

Help Wanted—(Cont'd)

Management

Outstanding Opportunity

for aggressive salesmanager or top salesman with management potential as station and/or salesmanager of fine station in single station market of 30,000. Must like small city life. Career opening. Eastern college city with unusually pleasant living conditions, Great Lakes area. Substantial new prestige growing organization. We expect to pay $10,000 or better on incentive basis with sizeable base for the right man who can attain reasonable sales objectives. Present billing $100,000. Must be available immediately or shortly. Please write or wire full details to Box 133A, B•T.

Sales

FIELD SALES OPPORTUNITIES with RCA

Opportunities are available in sales of broadcasting, telecasting and closed circuit TV equipment. Desirable qualifications include EE Degree and operating experience with equipment.

Send detailed resume of education and experience to:

E. W. Taylor
Bldg. 5-1
Radio Corporation of America
Camden 2, New Jersey

RADIO CORPORATION OF AMERICA

RADIO

Help Wanted—(Cont'd)

Announcers

3 ANNOUNCERS

Early morning personality, experienced newsman, staff announcer. 5 kw independent in New England year-round area. Excellent working conditions. Base pay $75 weekly—extras. Send tape, photo and complete resume in first letter. Box 162A, B•T.

TWO GOOD ANNOUNCER-AIR SALESMEN with first tickets needed. Going fulltime with a pop music, news and sports format. Corpus Christi metropolitan population—400,000. One job leads to chief. Gulf Coast area is fishing, boating, living paradise. Pay $75 to $95 depending ability. Colleges handy. Call collect or send tapes to: Tom Fleet, KANN, TU 4-1590 Corpus Christi, Texas or PO #1366, Sinton, Texas.

ELECTRONIC ENGINEERS

Live in the Midwest

Enjoy the advantages of a smaller midwest city. Give your family a break. Get away from the traffic and rush. Outstanding school system.

Challenging opportunities in design and development work in Audio, TV or High Frequency, AM Broadcast Transmitters, and Communications.

Advancement. Complete benefits. Send details and photo to Personnel Director.

GATES RADIO COMPANY
Quincy, Illinois

Programming-Production, Etc.

NEWSMAN

Number one station in metropolitan market needs newsman to prepare and voice news. Prefer young man with some experience. Salary subject to negotiation.
Radio KFOR, 814 Stuart Bldg., Lincoln Nebraska

ANNOUNCEMENT

GCT ACTS AS

LOCAL SALES REPRESENTATIVES
ORIGINATES NEW ACCOUNTS
INCREASES CASH RECEIVABLES

PURCHASES STATIONS FOR THEIR OWN ACCOUNT
ARRANGES MERGERS
LONG TERM FINANCING

GAY THEATRE CO., 400 QUINCY STREET
FAIRMONT, W. VA. Telephone 8000

RADIO

Situations Wanted—(Cont'd)

Announcers

HELLO!
I have for sale a classy, personal, smooth, breezy paced, production-type disc show. Currently operating in one of the nation's top 15 markets from a 50 kilowatt network station. If you would like to influence afternoon or nighttime listeners and make real friends of sponsors, send now for tape and success story. This 26 year old gentleman is married and holds a B.S. Degree. My record and records speak for themselves. Box 165A, B•T.

Programming-Production, Others

CREATIVE NETWORK EXECUTIVE
Extensive Background in
PROGRAMMING, SALES and ADMINISTRATION
LOOKING FOR NEW OPPORTUNITY
Box 167A, B•T

TELEVISION

Help Wanted

Announcers

IMMEDIATE OPPORTUNITY AVAILABLE for a top-notch television newscaster in a major midwest market. Must have dynamic on-the-air PERSONALITY. Send resume and kinescope.
Box 947G, B•T

Programming-Production, Others

TELEVISION
Brite, yng., aggressive man with TV Contacts to start TV script & writers sales dept. for leading literary agency; modest sal. + %.
QUALIFIED Agcy., 147 W. 42 St., N.Y.C.

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

LET'S WHEEL & DEAL
I'M IN A TRADING MOOD!!
Radio-TV Promotion & Merchandising Know-How for Directorship in Telecasting Industry or Promising Position in Agency

Versatile young man thoroughly experienced in Radio & TV sales promotion and merchandising. Excellent client relations.

FOR

Salary and advancement opportunities.

Resume and references upon request to:
Box 163A, B•T

FOR SALE

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

FOR SALE

Stations

Tourist and government payroll markets. Profitable. Cash requirement within $100,000.

PAUL H. CHAPMAN COMPANY
STATION BROKERS
84 PEACHTREE • ATLANTA

EMPLOYMENT SERVICES

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
724 FOURTEENTH STREET, N. W.
WASHINGTON 5, D. C.

NO MATTER HOW

you look at it, a classified ad on this page is your best bet in getting top-flight personnel.

FOR THE RECORD CONTINUED

continues from page 106

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of June 7

WJQS Jackson, Miss.—Granted authority to operate transmitter by remote control.
KHVH Honolulu, Hawaii—Granted license for am station.
WEEK-TV Peoria, Ill.—Granted cp to change ERP to vis. 178 kw, aur. 91.2 kw and change type of ant.

Actions of June 6

WBEN Buffalo, N. Y.—Granted authority to operate by remote control.
KMJ Fresno, Calif.—Granted authority to operate trans. by remote control.
WSAV-TV Savannah, Ga.—Granted license for tv station.
WMUB-TV Oxford, Ohio—Granted mod. of cp to change ERP to vis. 4.17 kw, aur. 2.24 kw, install new trans. and ant. system, ant. 150 ft.
The following were granted extensions of completion dates as shown: **WHOT Campbell, Ohio**, to 8-26, conditions; **KSBW Salinas, Calif.**, to 10-25, conditions; **KGU Honolulu, Hawaii**, to 6-30, conditions; **WPCC Clinton, S. C.**, to 9-6, condition.

Actions of June 5

WOKW Sturgeon Bay, Wis.—Granted request for cancellation of license and deletion of call letters of am.
WSAJ Grove City, Pa.—Granted permission to remain silent beginning June 5 and ending Sept. 21 in order to observe college summer recess.
WSOC-TV Charlotte, N. C.—Granted mod. of license to change studio location.
KTUC Tucson, Ariz.—Granted cp to change trans. location (studio location redescribed), install new trans. and make changes in ant. and operate trans. by remote control.
KNOC Natchitoches, La.—Granted cp to change ant.-trans. and studio location, operate trans. by remote control.
WHP-TV Harrisburg, Pa.—Granted extension of completion date to 12-6.
WIMA-TV Lima, Ohio—Granted extension of completion date to 9-6.

Actions of June 4

KSOX Raymondville, Texas—Granted authority to operate trans. by remote control.
Granted licenses for the following tv broadcast stations: **WATV (TV) Newark, N. J., KBTX-TV Bryan, Tex., KNOX-TV Grand Forks, N. D.**
WCLM Chicago, Ill.—Granted license for fm.
WHRB-FM Cambridge, Mass.—Granted license for fm.
WHUS (FM) Storrs, Conn.—Granted license for educational fm.
KASU (FM) Jonesboro, Ark.—Granted license for educational fm.

Actions of June 3

WPAC Patchogue, N. Y.—Granted license covering increase in power, install new trans., change trans. location and install directional ant.
WETV Atlanta, Ga.—Granted mod. of cp to change ERP to vis. 219 kw, aur. 120 kw, change type trans. and change ant. system; ant. 400 ft.
KDXU St. George, Utah—Granted mod. of cp to change type trans., redescribe ant.-trans. location, specify studio location, and operate trans. by remote control.
WNYS Salamanca, N. Y.—Granted extension of completion date to 8-26.
WMMA Miami, Fla.—Granted extension of completion date to 11-8.

UPCOMING

June

June 17-19: NATRFD Spring Meeting, Washington.
June 17-19: Natl. Convention on Military Electronics, Sheraton-Park Hotel, Washington.
June 19-21: Annual meeting, Western Assn. of Broadcasters, Jasper Lodge, Jasper, Alta.
June 20: Federal Communications Bar Assn. luncheon, Washington Hotel, Washington.
June 20-21: Colorado Broadcasters Assn., Glenwood Springs, Colo.
June 22: United Press Broadcasters of Minnesota, Detroit Lakes, Minn.
June 24-28: Annual convention, Advertising Assn. of the West, Hawaiian Village, Honolulu.

July

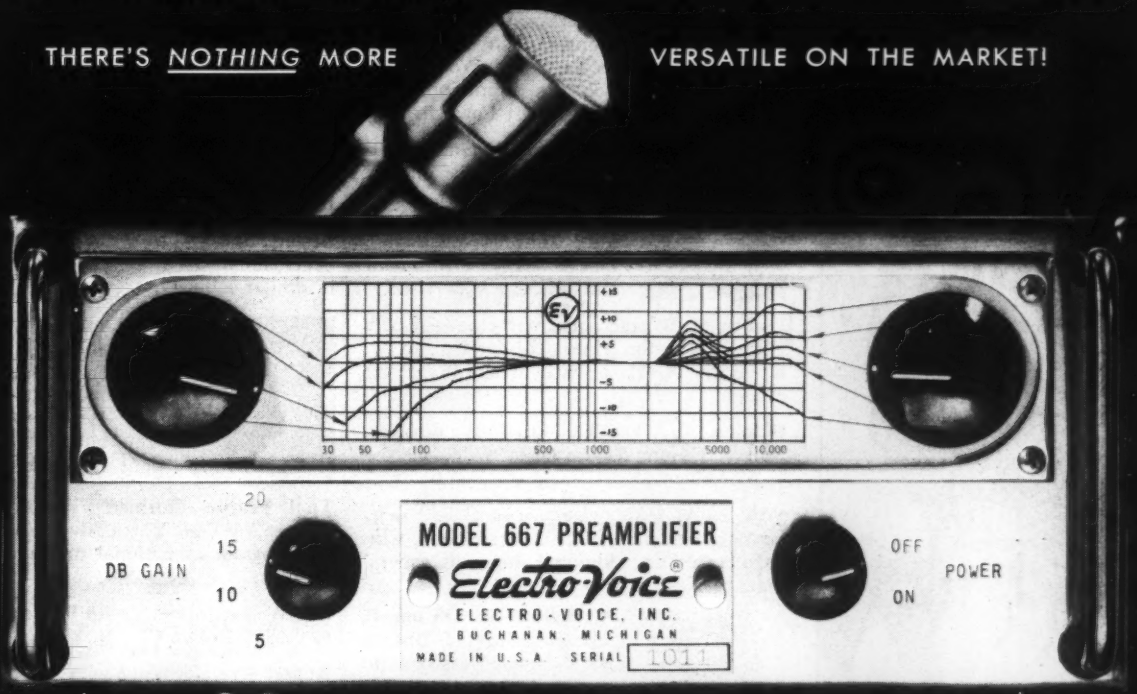
July 8-Aug. 2: Television Institute, U. of California, Los Angeles.
July 20-23: National Audio-Visual Convention and Exhibit, Fairfax, Va.

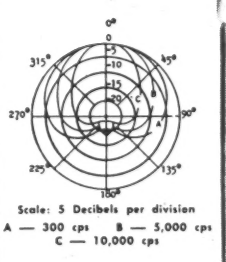
August

August 15-17: South Carolina Radio & Television Broadcasters Assn., Ocean Forest Hotel, Myrtle Beach, S. C.
Aug. 16-18: Semi-annual meeting, West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.
August 20-23: Western Electronic Show and Convention, San Francisco.

Electro-Voice Model 667 Cardioid Microphone Gives You a Choice of 40 Response Curves! and Presence Control*

THERE'S *NOTHING* MORE VERSATILE ON THE MARKET!





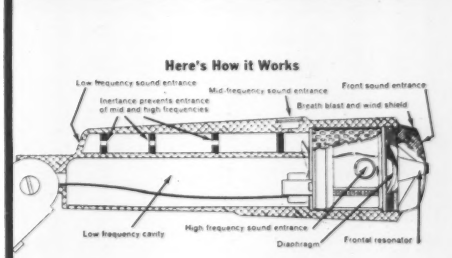
Scale: 5 Decibels per division
A — 300 cps B — 5,000 cps
C — 10,000 cps

Model 667 does everything well! This new E-V Variable "D" cardioid incorporates an in-line transistor preamplifier which can be located near the microphone or in control room. Individual Bass, Treble and Presence controls select any one of 40 frequency response characteristics for exacting operations.

***Unique new Presence Control** (see response curves on preamplifier) provides 6.5 db boost, at 3500 cps. Switch is located on back of preamplifier.

Increased front-to-back ratio means better discrimination against unwanted sounds. There is no boominess from close talking. Performers can work 2 to 3 times further from the 667 than from conventional microphones—there is no loss of presence. Simplifies boom operation, saves time, eliminates crowding performer. Microphone is small—7½ inches long, 1¾ inches in diameter at maximum—and weighs just 11 ounces. Helps correct for studio acoustic deficiencies, minimizes the problem of flats, performs exceptionally well on location and open-air remotes.

Model 667
Microphone
List $600.00



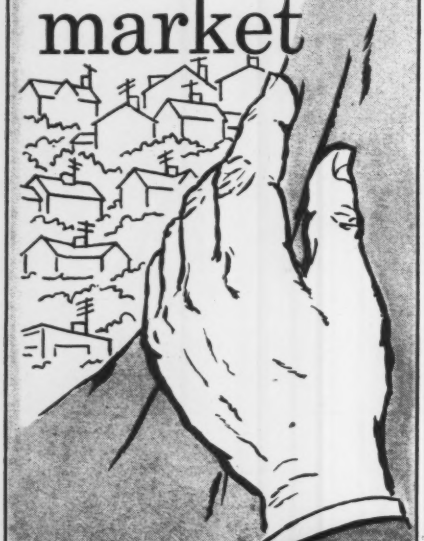
See your authorized E-V Distributor. Get all the facts on Electro-Voice professional microphones. Write for Bulletin 120-BT76.

Electro-Voice®

ELECTRO-VOICE, INC., BUCHANAN, MICH.
Export: 13 East 40th Street, New York 16, U. S. A.
Cables: ARLAB

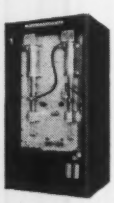
TV STATION OWNERS:

You can *uncover* the "shadowed" market



Get the *reach* with TV *Translators*

Adler's Translator, type-approved by FCC, repeats the mother station's signal on UHF. It operates automatically by remote control — delivers bright, uninterrupted performance with versatile Adler Unitized Antennas. To serve your unserved market — the one within your pattern but shadowed by terrain, install low-cost TV Translators and achieve full coverage.



ADLER ELECTRONICS' UST-10 TV TRANSLATOR. RATED OUTPUT: TEN WATTS

WRITE NOW FOR COMPLETE DATA

AEL

ADLER ELECTRONICS, INC.
NEW ROCHELLE, N. Y.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

West P. Woodbridge Jr., formerly with William Esty Co., N. Y., where he supervised the Colgate-Palmolive account, has joined Robert Otto & Co., same city, as vice president and account executive. Prior to his association with Esty, Mr. Woodbridge was advertising and sales promotion manager of Pepsodent division of Lever Bros.

◄ **Richard McShane Kelly,** William Esty Co., and before that with Lever Bros., to Sullivan, Stauffer, Colwell & Bayles, N. Y., as vice president and account supervisor.

Walter M. Warner, account executive-new business director, Harold Miller Co., to M. L. Grant, N. Y., as vice president-account executive.

William L. Wernicke, radio-tv director, Morey, Humm & Warwick, N. Y., elected vice president.

William A. Sittig, vice president and marketing director, Clinton E. Frank Inc., Chicago, takes on additional duties as general manager.

◄ **William J. O'Connell,** vice president of BBDO, N. Y., named assistant to general manager. He joined agency in 1925 and has been head of media department and also account supervisor. In his new position he will assist general manager in N. Y. office management, new business solicitations and contact with department heads.

◄ **James R. Schule,** BBDO legal counsel, named assistant to manager and elected vice president. He joined firm May 15 and had served as legal counsel since 1948.

Deane Uptegrove, executive vice president of H. B. Humphrey, Alley & Richards, N. Y. and Boston, appointed head of N. Y. office of agency. In addition to his new duties Mr. Uptegrove will continue as creative director.

MacLean Chandler, Harrington-Richards, and before that ABC, to BBDO, S. F., as account executive.

◄ **Stuart Heinemann,** general manager, Allied Adv. Agency Inc., L. A., to Anderson - McConnell Adv. Agency Inc., same city, as account executive. He has been in agency work for 11 years and served as account executive and manager handling accounts in pharmaceutical, food, furniture and dairy fields. Prior to this he worked for newspapers and did radio reporting.

Norman A. Church, formerly vice president of Philip J. Meany Co., L. A., to BBDO, same city, as account executive.

◄ **David M. Baylor,** formerly general executive, WEWS (TV) Cleveland, Ohio, to Lang, Fisher & Stashower, same city, as director of client development. He has been associated with radio and tv in Ohio for past 22 years and organized, built and operated Cleveland's first postwar radio station WJMO.

Bernie Spiro, production manager, Ben Sackheim Inc., to Gore/Serwer Inc., N. Y., in similar capacity.

◄ **Ralph L. Gemberling,** formerly with WSTC Stamford, Conn., program department, to Management Assoc. of Conn. Inc., same city, as station relations manager.

Toni Pearson, formerly radio timebuyer, Parker Adv., N. Y., to Alvin Epstein Adv., Washington, as national media department director.

Bob Weber, formerly with William Esty Co., to Carl S. Brown Co., N. Y., as art director.

Robert Boe, formerly with Foote, Cone & Belding and Neale Adv. Assoc., to Ruthrauff & Ryan, L. A., as senior art director.

Daniel G. Lewis, account executive with Charles W. Hoyt Co., N. Y., to Woolite Inc., N. Hollywood, Calif., as assistant to president.

Frank Daniel, business manager of radio-tv department of Lennen & Newell, N. Y., to Ted Bates & Co., same city, as assistant media supervisor.

Donald L. Vogt, formerly advertising manager for Plee-Zing Inc. (national food sales company), Evanston, Ill., to Needham, Louis & Brorby, Chicago, public relations department.

W. G. Goldsmith, L. A., public relations man, has established his own advertising and publicity organization, W. G. Goldsmith Co., at 857 S. San Pedro St., L. A.

Roger C. Bumstead, media director, MacManus, John & Adams, N. Y., and **Lila McFadden,** formerly with MJ&A and now with C. J. LaRoche & Co., also N. Y., married June 8.

FILM

Stanley L. Yentes, with NBC since 1950 and formerly with United Artists Corp. and 20th Century-Fox, named manager of sales service for NBC Tv Films, division of California National Productions.

Ernest A. White III, sales and sales promotion department Inter-Mountain Network, Denver, to ABC Film Syndication advertising and promotion department as copy chief.

Gene Plotnick, formerly with *Billboard,* ap-

pointed trade and consumer press editor of Screen Gems Inc., N. Y., effective today (Mon.).

Frank Tipper, in London and Paris for past two years as designer of animated commercials for Halas & Batchelor and Anigraph Films, joins Le Ora Thompson Assoc., Hollywood, in similar capacity.

Raymond C. Fox, controller of ABC Film Syndication, awarded degree of master of business administration by New York U., June 6.

NETWORKS

Harold Graham Jr., account executive, McCann-Erickson, to CBS-TV Hollywood as program executive.

Dee Engelbach, formerly executive vice president, Circo Productions Inc., to producer-director of *CBS Radio Workshop.*

Mort Abrahams, executive producer of several NBC-TV color spectaculars, signed as producer of all live programs in network's suspense-mystery series *Crisis* (Mon. 10-11 p.m. EDT), beginning Sept. 30.

STATIONS

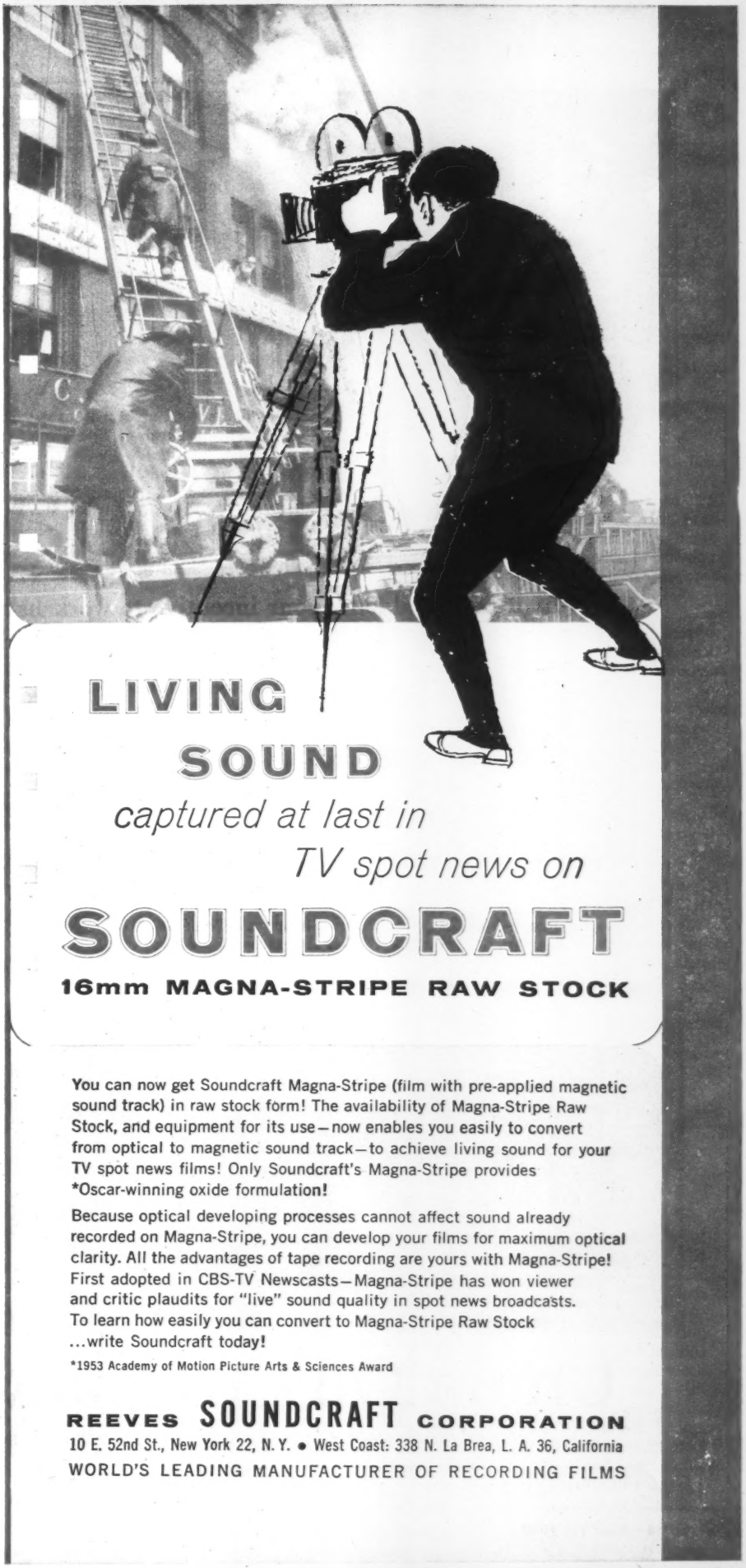
◄ **William B. Caskey,** vice president and general manager, WPEN - AM - FM Philadelphia, named executive vice president. He joined WPEN in 1947 as promotion-public relations director and served successively as program director, assistant to president, general manager and vice president-general manager.

◄ **George C. Stevens,** sales director, WRCA New York, to Transcontinent Tv Corp., same city, as general sales manager. Transcontinent owns and operates WROC-TV Rochester, is 50% participant in ownership of WSVA-TV Harrisonburg, Va., and has concluded merger agreement for WGR-AM-TV Buffalo.

Ralph A. Petti Jr., formerly manager of KWBT Colorado Springs and management consultant, named general manager of WBOW Terre Haute, Ind., WPFA Pensacola, Fla., and KLEE Ottumwa, Iowa.

◄ **Joe Evans,** local sales manager, KFJZ-TV Fort Worth, named national sales manager. **Bill Terry,** promotion manager, succeeds Mr. Evans as local sales manager.

Jim Cox, former executive of BMI in both N. Y. and L. A., and more recently executive vice president of Alexander-Bailey Adv., Long Beach, Calif., has been appointed station manager of KDAY Los Angeles.



You can now get Soundcraft Magna-Stripe (film with pre-applied magnetic sound track) in raw stock form! The availability of Magna-Stripe Raw Stock, and equipment for its use—now enables you easily to convert from optical to magnetic sound track—to achieve living sound for your TV spot news films! Only Soundcraft's Magna-Stripe provides *Oscar-winning oxide formulation!

Because optical developing processes cannot affect sound already recorded on Magna-Stripe, you can develop your films for maximum optical clarity. All the advantages of tape recording are yours with Magna-Stripe! First adopted in CBS-TV Newscasts—Magna-Stripe has won viewer and critic plaudits for "live" sound quality in spot news broadcasts. To learn how easily you can convert to Magna-Stripe Raw Stock ...write Soundcraft today!

*1953 Academy of Motion Picture Arts & Sciences Award

REEVES SOUNDCRAFT CORPORATION
10 E. 52nd St., New York 22, N. Y. • West Coast: 338 N. La Brea, L. A. 36, California
WORLD'S LEADING MANUFACTURER OF RECORDING FILMS

The Taxpayer

Are high taxes reducing your incentive to work harder and earn more?

If you're one of the more than 65 million Americans who hold down a job, you probably work about 40 hours a week.

But did you ever stop to consider that taxes are so high today you work for yourself only 27 of those 40 hours? The other 13 go to pay your share of the cost of government.

No one expects to live without taxes, obviously. But when they take more than $110 billion, or about one dollar out of every three earned, something's wrong.

You pay these taxes in more ways than you know, too.

If you lived in California, for instance, made $7,500 last year, and listed a wife and two children as dependents, you were taxed these ways to start with: Federal income $875, Social Security $95, State income $25, Property tax $325, Auto license tax $40, State and Local sales tax $75 and Telephone tax $10.

This adds up to $1445 and it's only the beginning.

Did you buy a car? Figure another $175 tax. The tax on the gasoline to run your car was at least $65. You also paid a 10% tax every time you bought a plane or train ticket or spent a dollar at the movies.

And you're still not through. Because every company that made anything you bought had to pay taxes on practically everything that went into the product.

These thousands of indirect taxes were eventually passed on to you as part of the cost of your purchases.

The result? At least one-third of what you earned went to pay taxes in one form or another.

The real danger is obvious: taxes this high may be so discouraging that you have less incentive to work harder, earn more money and produce more.

YOUR COMMENTS ARE INVITED. *Write: The Chairman of the Board, Union Oil Co., Union Oil Bldg., Los Angeles 17, Calif.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL, TRITON, THE AMAZING PURPLE MOTOR OIL

◄ **Robert L. Lamb,** sales manager of Crosley Broadcasting Corp.'s Chicago office, becomes sales manager of WLWI (TV) Indianapolis, effective July 1. Station is scheduled to go on air in September.

James F. Jae, sales department head, KLIK Jefferson City, Mo., promoted to station manager. **Bob Benedict,** sales department member, succeeds Mr. Jae.

◄ **Gene Pierce,** manager of KPIC-TV Roseburg, since station went on air in April, 1956, returns to KVAL-TV Eugene, both Ore., where he was formerly salesman, as local account service manager.

◄ **Aaron Boe,** KVAL-TV sales staff, succeeds Mr. Pierce as manager of KPIC-TV. Both stations are licensed by Eugene Television Inc.

◄ **Leo Deker**, tv producer-director, named production manager of WSOC-TV Charlotte, N.C. He will supervise WSOC-TV's producer - directors, studio operators and operation of prop room and studio.

Charles M. Ferguson, station manager, KBUC Corona, to KACE Riverside, both Calif., as commercial manager.

◄ **John F. Hurlbut,** manager of tv promotion research, Peters, Griffin, Woodward Inc., N. Y., to WFBM-AM-TV Indianapolis, as promotion and public relations manager.

◄ **Estel D. Freeman,** formerly continuity editor and member of sports department of WIBC Indianapolis, joins WFBM-AM-TV as publicity manager. Both appointments are effective July 1.

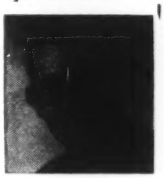
Jay B. Sondheim, general sales manager, WSEE (TV) Erie, Pa., to WLBR-TV Lebanon, Pa., as operations executive.

Barry Hersh, commercial production manager, WKRC-TV Cincinnati, Ohio, promoted to sales representative. **Leonard Goorian,** executive producer, assumes additional duties as WKRC-TV commercial production manager.

Eugene F. Mitchell, product sales manager, Armour & Co., to WEEI Boston as merchandising director.

RADIO REVISITED

PARKS JOHNSON, credited as the man who originated the "man-on-the-street" program on a local station and on a network, is back as the correspondent for KTBC-AM-TV Austin, Tex., from the resort town of Wimberly in the hill country.



The man-on-the street idea was first conceived by Mr. Johnson back in 1932. Engineers for KTRH Houston strung a line out the window of their downtown studios, and Mr. Johnson's *Vox Pop* was off and running. The program ran three years on KTRH before a talent scout from New York scooped up Mr. Johnson and his idea and whisked them to CBS in New York. He quit in 1948 to build a rambling ranch home on the Blanco River at Wimberly and to do a bit of writing.

◄ **George R. Oliviere,** formerly sales manager, WXEX - TV Richmond, Va., to WGST Atlanta (operated by Georgia Tech) as executive director.

◄ **William Schwarz,** executive producer KYW Cleveland, to WCCO Minneapolis as program director. He replaces **Robert McKinsey,** resigned.

Allen Jeffries, news editor, WSJM St. Joseph, Mich., to WISH Indianapolis as news editor. He is succeeded at WSJM by **Dewey Hanes,** member of news staff. **Brad Owens** has joined WSJM announcing staff.

◄ **John W. Shultz,** president and general manager of WHEE Martinsville, Va., elected mayor of Martinsville.

Hugh A. L. Halff Jr., chairman of board of Southland Industries Inc. (owners and operators of WOAI-AM-TV San Antonio), married Betty Lou Barton of Houston on June 8.

REPRESENTATIVES

Tom Edwards, assistant sales manager, Forjoe & Co., N. Y., to Blair-Tv Assoc., same city, as account executive.

Beulah Funk, assistant manager of film department, WOR-TV New York, to Blair-Tv, same city, as supervisor of program promotion.

TRADE ASSNS.

◄ **R. C. Sickler,** product group manager, of advertising department, E. I. du Pont Nemours & Co., Wilmington, Del., elected chairman of board, National Advertisers Assn.

MANUFACTURING

Harold A. Goldsmith and **Herbert Herz,** vice presidents of Magnetic Amplifiers Inc., N. Y., elected president and executive vice president, respectively.

◄ **Theodore Smith,** head of RCA's defense electronic products since 1955 and executive vice president for past year, named executive vice president of industrial electronic products.

◄ **Arthur L. Malcarney,** general manager, commercial electronic products since 1955, succeeds Mr. Smith as executive vice president of defense electronic products.

INTERNATIONAL

George A. Leslie to manager of new Toronto, Ont., office of Walton Adv. Agency, Hamilton, Ont.

George MacDonald, manager of CJQC Quebec, to program coordinator of CJON St. John's, Nfld. **David Boxer,** announcer of CKLB Oshawa, Ont., joins CJON in similar capacity and **Robert Buck** to sales department of CJON-TV St. John's.

PROFESSIONAL SERVICES

Bill Steinmetz, Rogers & Cowan publicist for Hal Roach Studios, father of Paul William, June 11.

TRY AGAIN

MORRIS S. NOVIK, president of WOV New York and broadcast consultant to AFL-CIO, and Mrs. Novik, sail today (Monday) for Europe aboard the Italian liner *Julius Caesar*. The Noviks were among the passengers rescued from the *Andrea Doria*, which sank during collision with the *Stockholm* last July. Mr. Novik is making his annual visit to the WOV studios in Rome during the six to seven week trip. He will also present to the president of Sicily an album of recordings on his trip to New York last spring. In Norway and Denmark, he will meet with radio and tv officials to discuss programming and operations planning.

TV SPELLS OPPORTUNITY FOR THE ART DIRECTOR

COMMERCIAL television has placed a new importance on the agency art director, writes William C. Duffy, one of the 70 contributors to the new book Art Directing: For Visual Communications and Selling *[Hastings House, 41 E. 50th St., New York City, 240 pp. $15.]. A native New Yorker, Mr. Duffy [pictured] is senior television-motion picture art director for McCann-Erickson. He pioneered in early experimental live and film tv shows and is said to be the first accredited tv art director. Mr. Duffy's chapter, from the television portion of the book, is presented herewith.*

TELEVISION is, first and foremost, a visual medium. It is similar to and yet dissimilar to any other advertising, entertainment or communication medium. It presents a new field to the art director in which his job is huge, his scope wide—his potential unlimited.

The basic function of the television art director is a creative one. He is an idea man with a practical working knowledge of his medium and the overall techniques of advertising, psychology and research. He must know thoroughly and believe strongly in tv as a sales medium. He must keep abreast of rapidly changing production methods. He must be able to work with the writer in creating a whole campaign—as well as one specific commercial—and maintain, throughout, a strong visual approach.

His storyboards, rough or comprehensive, serve as a guide to the finished commercial. By themselves the individual drawings that make up a storyboard may have little meaning. It is only when they are read—like music, as a sequence of notes—that they illustrate the fluid image and prove the basic rule of the tv art director: "Commercials are not just written, they are designed".

HE MAY BE 'TASTEMAKER OF TOMORROW'

The functions of storyboards are many and varied. They show the client what he may expect from his commercial as a finished project. They act as a pattern to follow in designing specific art work, lettering, special effects, settings, lighting, costumes, animation and styling. They also function as a definite guide for the producer and director in cost estimating, scene composition, animation execution, visual color and pacing. In short, they are the blueprints by which the original idea is guided to completion.

The television art director designs layouts for lettering, artwork, displays, packages, settings, lighting, costumes, makeup, animation, props and product photography. He is responsible for the construction of artwork and scenery used in commercials, selects the source of finished work and handles the cost estimating and final purchasing. He must follow through and supervise the work in all stages and, on its completion, give it his final stamp of approval. Thus, in television the art director may truly be called the "tastemaker of tomorrow."

Television is a complex medium that calls for a wide range of activities not generally required in other mediums. The budgets and deadlines are usually much tighter, further complicated by the absence of hard and fast rules of procedure.

Teamwork is an essential factor in the successful solution of any given problem. A good tv art director learns to work closely with the writers, producers and others concerned. While the personal contribution may be great, the personal recognition is relatively small—tv is not a one-man medium.

In television, the AD is not confined to his drawing board as much as are most art directors in other fields. His time is roughly divided between creative and client meetings, film screenings, on location and at studios (live, animation and film), in control rooms, at display and construction companies, and at prop and costume warehouses, or general window shopping. But this, too, varies between agencies.

Some AD's handle many more of the parts of a commercial than do others. It has been said, as a matter of fact, that the ideal commercial-creator would be an art director who could write advertising copy, then turn his cap around and go out and produce it.

The television art director should have, ideally, a background in the fine arts, advertising art, display, typography and lettering, illustration, architectural drafting, cartooning, design (set, package, industrial and general) and decoration. He must have an understanding of construction and dimensional artwork, and should be sufficiently flexible to meet the varied, changing requirements of the medium. In addition, knowledge of and interest in allied subjects such as the theatre, music, the dance, radio, photography, films, advertising and marketing, engineering, research, psychology, writing, salesmanship, business administration and public speaking will prove to be valuable assets.

The future possibilities of television art direction are unlimited. With the growth of tv as a sales, entertainment and educational force, the role of the AD is becoming more and more definite and important. The advent of color tv will only serve to increase both his work and his potential. When the cost of color tv sets reaches the level necessary to insure a large audience for advertisers, the art direction needed on color alone will call for specialization and concentration on color harmonies, color psychology and color as a sales impetus.

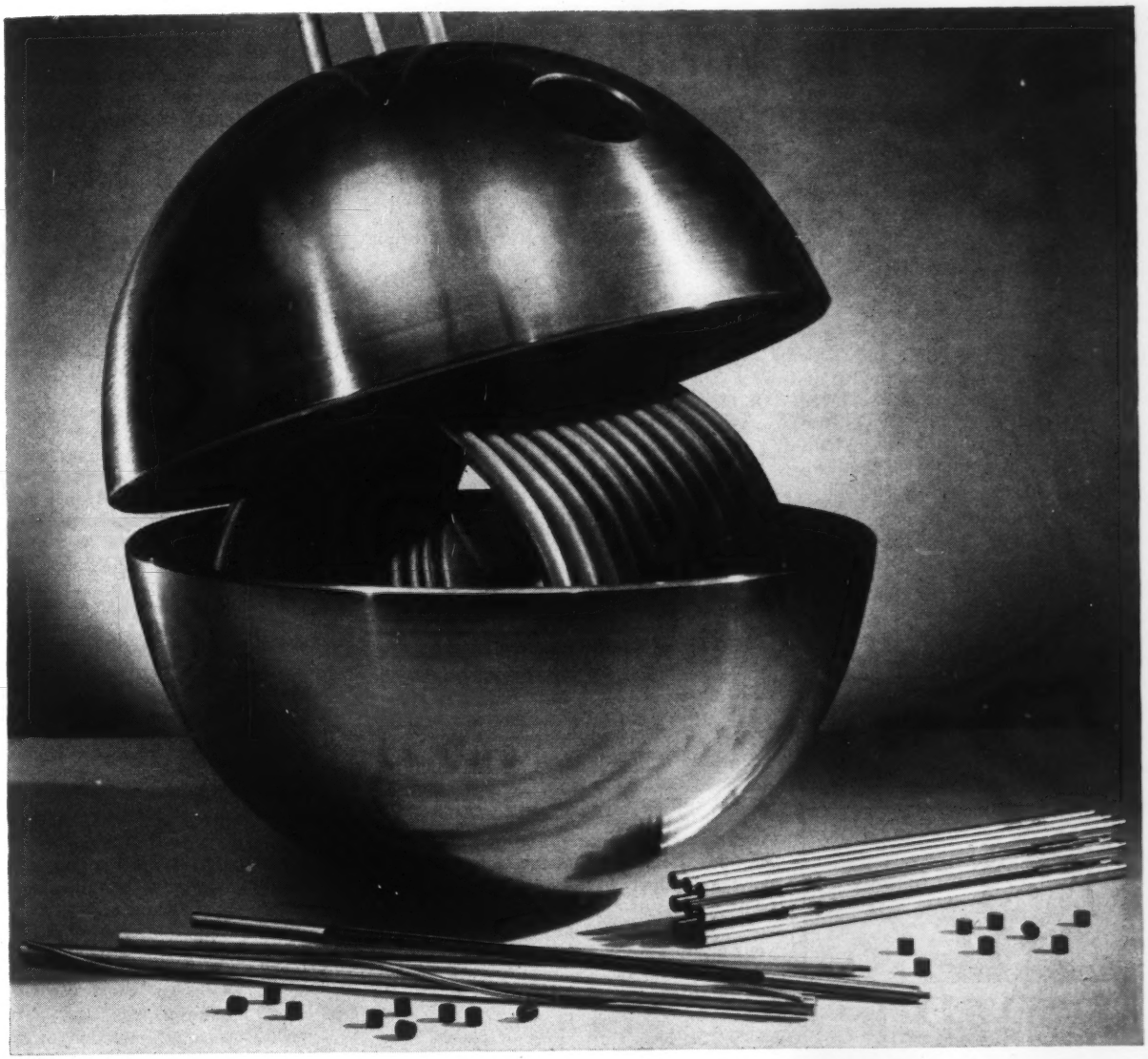
Color shouldn't have happened to television for at least three years—but it did, and the opportunities are boundless. Who else can handle the task but people who have been trained in just these specialties—the art directors?

There is a choice of futures in any one of a number of directions within the tv field—in advertising agencies both large and small, the major networks or in the smaller stations here and abroad, with art serivces, producers of live shows or film and animation, in scenic and display studios, with the advertising staffs of leading companies, with editorial and news services, or as a freelance with any of all of them. In other words, the tv art director can go as far as he chooses by working hard—as a pioneer, a salesman, a producer, a businessman and as an artist.

TWENTY QUESTIONS . . . AND ANSWERS

Q: If 50% of the client's money is in tv why are there so few tv art directors compared to print art directors?

A: The work done by print art directors has many outlets—magazine, newspaper, billboard, merchandising, editorial, and so forth. More art directors are needed to produce these varied media. But many agencies have added tv art directly to the print art directors who were capable of handling both. Remember, the tv industry is comparatively



The sphere above is a "core" for one kind of research atomic reactor. The metal tubes in the foreground and at the right show various test designs for holding the small uranium fuel pellets in other kinds of atomic reactors.

Strange new "tools" of atomic-electric power

These are some of the strange new "tools" used to produce, test, or experiment with atomic-electric power. They are among the things that will help bring electricity from the atom.

"Tools" like these are being used in developing several atomic-electric plants now under way. A number of electric light and power companies from many parts of the country are working with each other and with equipment manufacturers and the Atomic Energy Commission to develop the plants.

For more than 75 years, America's independent electric light and power companies have produced more electricity than any other nation in the world. And they have helped develop ways to produce it more efficiently year after year. That's why you can expect electric companies to continue to do their part to advance the new science of producing electricity from the atom.

America's Independent Electric Light and Power Companies*

*Company names on request through this magazine

young. The number of tv art directors will grow fast.

Q: Do you need any additional art training for storyboards?

A: An art director trained to work quickly on newspaper and magazine roughs can adapt his style readily to storyboard roughs. However, he must learn to think in continuity, not picture by picture.

Q: Why do some advertisers use animation while others prefer "live action"?

A: That is a question many advertisers are asking their agencies. Generally, the animated commercial makes a pleasant impression, is good for name identification and stands up under repeated showings better than live action. On the other hand, the live action commercial has conviction to offer the viewer—he is more apt to be swayed by honest argument and a live demonstration. They both have their merits. That's why you see so many commercial that employ both techniques in one commercial.

Q: Does one need a basic photographic—graphic arts—film production background?

A: It will help to understand the limitations and advantages of all three. A practical working knowledge is necessary. While actual experience in any of these is a distinct plus, it is not essential.

Q: Does one need a knowledge of timing in interpreting his storyboard?

A: One certainly does. For instance, it wouldn't do to show an announcer walking from the library through a door to the patio if the action was covered by only one line or dialogue. Give him something else to do.

Q: Do you feel tv advertising will replace print advertising?

A: No. The advertiser cannot afford to dispense with any of the basic media. How and when he will use which depends on his budget, his product and public response.

Q: Are the opportunities in tv art direction greater than in print art direction?

A: That's like asking whether the opportunities are greater for an illustrator or an art director. It depends on the man. There are great opportunities in both tv and print.

Q: Do you feel the trend in commercials on tv is to the "Buckeye"?

A: If you mean honest, logical, reason-why selling, the answer is yes. However, there is plenty of room for imagination in this field as long as you don't violate the prime rule of ad making—selling the customer on your product.

Q: Are the monetary dividends as great in tv art direction as they are in print?

A: As in print, the salary varies with the man. A layout man gets less than an advertising art director. An able television art director or producer usually does as well financially as his opposite number in print.

Q: Do you have to have good color sense?

A: It's becoming more important every day. A good color sense and the ability to put it down on paper will be an essential when color reaches its expectation. Color will convince many a housewife or husband that your product is the one for him. The realism of color needs careful handling on tv and, just as in the cinema, it will set the mood and set up the sale.

Q: Do you have a variety of art techniques or is drawing more important?

A: The most important thing is conveying the idea to the client. Drawing and variety of techniques are tools and naturally you'll want to present your idea in the best form. Good draftsmanship will be needed to do this simply.

Q: Do you have to have a knowledge of interior decoration?

A: Whether you do planning of storyboards or actual production work, interior decoration and set dressing are a big part of the commercial picture. A badly decorated set can detract from the selling message—make it look cheap, create the wrong impression.

Q: What art medium is best and fastest to work in?

A: No limitation on this. Carbon pencil and smudge are popular. Pen and wash, pencil and pastel work out well. The objective is a snappy storyboard that can be photostated without losing the separation of tones in your original.

Q: How important is the tv art director in the all-over planning of a campaign?

A: If the campaign originates for use on tv, the tv art director is very important. To date, the actual campaign themes have been created largely by the copy chief and writers. The design and format of a tv campaign depend largely on the art director.

Q: Is the opportunity limited only to large agencies?

A: This depends on an agency's tv billing. An art director in a smaller agency who can double in brass (tv and print) can usually make his own opportunity.

Q: Can a tv art director plan his commercial on an experimental basis and strive for something new in techniques or does he have to adhere to the old methods?

A: There is no ceiling on tv methods of planning a commercial. If the experimental technique can be indicated on a storyboard with a competent analysis of the reason why it will work, any client will be happy to have something new. But experiment on film is costly, and is apt to lose out to a proved technique on a dollar-and-cents basis alone.

Q: Do you feel the restrictions placed on a tv art director are greater than those of a print art director?

A: Yes. Less is known about tv art direction, about potential techniques. Many factors, such as the number of people involved in producing a commercial, the unions necessary to tv, the mechanical limitations of time, and the overall need for educating both the advertiser and the listener all contribute to limiting the commercial. This in itself is a great challenge and, as the industry grows and grows, the responsibility for good tv advertising will rest with the people who are best fitted for the job—the creative staff.

Q: How important are the restrictions placed on you in relation to what the client has requested?

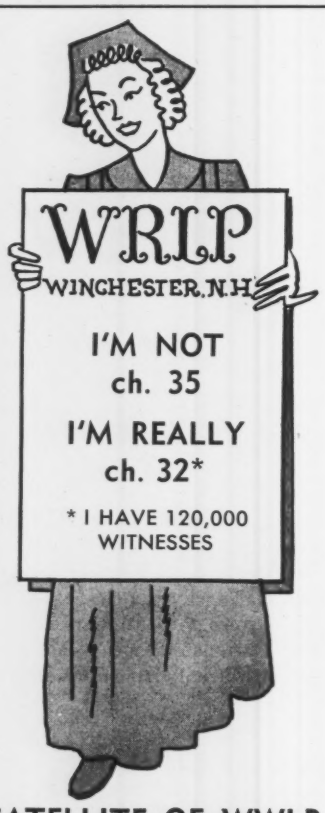
A: About the same as in any medium. If you feel your client is restricting you, do two storyboards. Do one to his specifications (to the best of your ability) and then do a better one if you can. You can't miss. Good commercials have a way of selling themselves.

Q: Isn't it true the art director's knowledge of advertising will be limited by working only in this medium?

A: No. Advertising has the same basic structure and appeals. Tv work will tend to narrow your expression. But it is a big field and your advertising knowledge will grow.

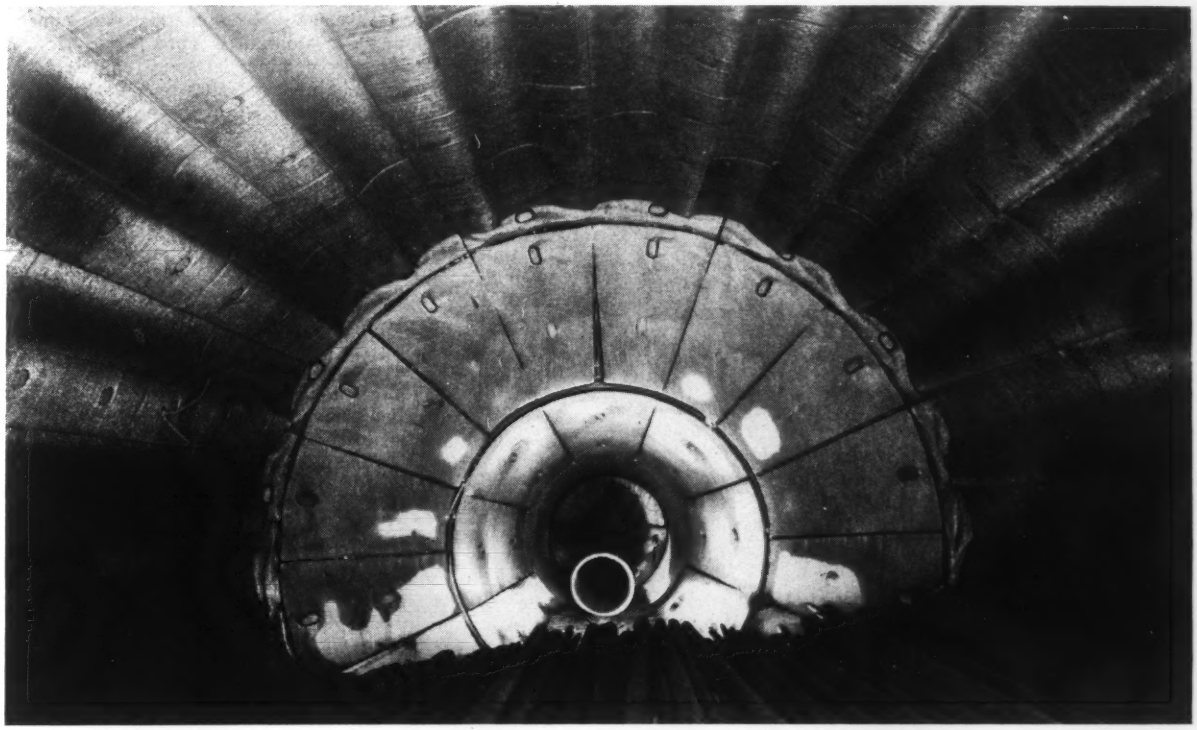
Q: What are the art director's chances of becoming the executive art director?

A: If he has executive ability and overall knowledge of other media—why not? Remember, it took over 30 years to get the print art director to his present level. Tv needs time. The future and the men who make it will decide who will be the head man.



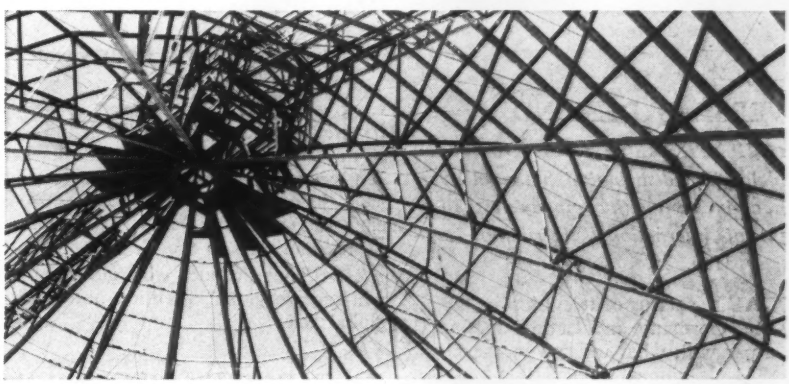
SATELLITE OF WWLP
SPRINGFIELD, MASS.
NBC - ABC

Only STEEL can do so many jobs so well



For A Tough Grind. This mill is used to grind the highly abrasive, low-grade iron ore called Taconite. Rolled Steel Plate Lining, bolted to the inside surface of the large revolving cylinder, lifts and tumbles the load and also protects the shell from the grinding action of the steel rods and the ore. This lining, especially made for such service, processed 1,100,000 tons of Taconite—another outstanding performance of USS Lorain-Rolled Plate Linings.

Homemade Bread, In A "Tin" Steel Pan. Commercial bakers, who can afford and demand the finest, say that "tin" bread pans give them a bigger, better loaf of bread. These "tin" pans are actually made from steel sheets, coated with a thin layer of pure tin. USS Tinplate, we call it. You can buy pans of this type at any department or variety store.



Steel Spider Web. If you ever needed it, here's proof that amazing things can be done with steel. This is an 83-foot-high dome for a potash storage building that will be covered with steel sheets. This complicated structure was *prefabricated* and erected by American Bridge Division of U. S. Steel.

UNITED STATES STEEL

USS

AMERICAN BRIDGE . . . AMERICAN STEEL & WIRE *and* CYCLONE FENCE . . . COLUMBIA-GENEVA STEEL
CONSOLIDATED WESTERN STEEL . . . GERRARD STEEL STRAPPING . . . NATIONAL TUBE . . . OIL WELL SUPPLY
TENNESSEE COAL & IRON . . . UNITED STATES STEEL HOMES . . . UNITED STATES STEEL PRODUCTS
UNITED STATES STEEL SUPPLY . . *Divisions of* **UNITED STATES STEEL CORPORATION, PITTSBURGH**
UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY

SEE THE UNITED STATES STEEL HOUR. It's a full-hour TV program presented every other Wednesday evening by United States Steel. Consult your newspaper for time and station. 7-812

SQUARE HOLES FOR SQUARE PEGS APPLIES TO PROGRAMS, TOO

THE finest syndicated film show doesn't stand much of a chance for survival unless it is properly mated with the right sponsor's product and slotted in time that commands the proper audience. That's the conclusion of Herbert B. Leonard, producer of Screen Gem's Rin Tin Tin *and* 77th Bengal Lancers *as well as co-producer with Norman Blackburn of* Circus Boy. *He cites the role of this compatibility factor in connection with the varying successes of these three programs. Mr. Leonard states his case this way:*

I DON'T understand it. Why is it always the program that's at fault when the sponsor doesn't get the sales results he expected? Isn't it possible that the commercials weren't right? Or that the kind of people who watch that kind of program aren't the kind of people who buy the sponsor's products? Why does a program that has proved its ability to draw a good audience week after week get dropped for a new program whose audience pulling power has not been tested?

Let's get specific. Last fall, two new series started on NBC-TV as Sunday evening programs. One, *The 77th Bengal Lancers,* is a romantic, sophisticated adventure series dealing with a British regiment in India in the latter part of the 19th century. The second is *Circus Boy,* whose title tells the story.

Now look at the network's schedule. *Roy Rogers,* with proved juvenile appeal, is on at 6:30-7 p.m. *Bengal Lancers,* whose appeal is definitely to an adult audience, is scheduled at 7-7:30 p.m. *Circus Boy,* again appealing primarily to the youngsters, follows at 7:30-8 p.m. If you were deliberately trying to lose your audience, you couldn't arrange things much better than by this switching from kids to adults and back again.

But that's not all. *Bengal Lancers* advertises one of General Foods' breakfast cereals and the commercials are aimed directly at the kids, although the program is not. *Circus Boy's* sponsor, Reynolds Metals, uses its commercial time to present an institutional message that to me appears miles over the heads of the juvenile viewers most likely to make up the program's regular audience.

How can such a formula work? The answer is that it can't. Both programs are leaving NBC this season. *Bengal Lancers* is going into syndication and *Circus Boy* is switching to ABC-TV with (finally) the right kind of sponsor, Mars Candy Co. Now, if the times and sponsors had only been reversed during their first year, both might well have been renewed for another season on NBC-TV.

Take one more example, *Rin-Tin-Tin.* Here's a series aimed at children, put on at 7:30-8 p.m., Fridays, a time when youngsters can watch without a family row about their staying up beyond bedtime on a school night, and sponsored by National Biscuit Co., whose products are consumed in great quantities by the youngsters who watch the adventures of the boy and his dog each week. This series has been on tv for three years and has just been renewed for two years more.

Do I sound vehement? If so, it may be because I produced all three of the programs I've been talking about. I'm not vain enough to think they're perfect just because I produced them. But I do wonder if it's not more than coincidence that the program which fits its time and product is the one which remains on the same network season after season.

In Hollywood, we take casting very seriously. If we don't get the right actors to portray the key roles in our pilot film, we'll never sell the series. It seems to me that the agencies on Madison Avenue should take their casting problem, that of getting the right show and the right time to reach the prospects for their client's products, just as seriously.

PLAYBACK

QUOTES WORTH REPEATING

OVERSEAS DEMAND

PHILIP N. KRASNE, Gross-Krasne Inc., explains film distribution potential overseas, co-incident with company's establishment of international distribution subsidiary May. 28.

TODAY the status of television in Japan, France, Germany and Latin America is on a par with what we had in the U. S. in 1951. If you will recall the fantastic growth of our whole industry that took place within a few short months that year, you will see that it does not require unusual foresight to anticipate what tomorrow promises in the field of foreign tv distribution.

American distributors haven't even scratched the surface of one international market that already has an enormous potential for revenue. A recent experience of ours is an example of what can happen in this market, the United Kingdom. We were fortunate to sell our *O. Henry Playhouse* to the BBC for two complete runs and to get top dollar for our product. But I know that this is only a fraction of what we could have received if we distributed a product created from the point of universal acceptance from all markets. A proper sale in England alone can possibly bring an additional $250,000 on each series over and above what we get in national sales in the U. S.

. . . That product with global appeal will receive global attention and achieve global sales.

IN CHOOSING RESEARCH

DONALD H. McCOLLUM, vice president, Schwerin Research Corp., speaking at last month's ANA meeting in Arrowhead Springs, Calif., lists six requirements for good research.

PROPER sample: Do you have enough people and are they the right people?

Applicability: Is the method really designed to measure what it claims to?

Reliability: If the same study is repeated, will it give the same result?

Validity: Does independent evidence support the results?

Reproduceability: Could any qualified persons use the method and get the same results?

Inspectability: Are the method and its operation an "open book"?

SHE BUYS MUCH MORE

WILLIAM D. TYLER, vice president, Leo Burnett Co., speaking last month at the Chicago Tribune *forum on distribution and advertising, gives a picture of the housewife's increased buying power and attendant problems for advertising in selling her.*

WHEN today's housewife goes to a food store she makes 20 purchases instead of the 10 she did 10 years ago. She has 25% more real income to spend and she has, on the average, half a mouth more to feed than 10 years ago. The store she shops in carries 6,000 items instead of the 3,000 it did in 1947. Besides, there are now 15,000 new food items being introduced each year instead of the 2,500 that were introduced annually then.

Chuck Pharris, KPRC-TV's news cameraman (left), shows Du Pont Technical Representative Bill Gatlin a news film shot earlier in the day. "Du Pont 931 gives us more snap in our pictures," says Chuck. "We get crisper images, greater shadow detail."

"We got better picture and sound by changing to Du Pont 931 Film"

. . . says Charles P. Pharris, newsreel cameraman at KPRC-TV, Houston, Texas. Chuck Pharris continues:

"By changing to Du Pont 931 Rapid Reversal Film, we found we could get better rendition in shadow areas. The Du Pont film has an extremely wide latitude which allows us to shoot in dark hallways and entrances to courts where much of our news takes place. Virtually all our work is done with available light, and the fact that we can rate 931 at very high ASA numbers without seriously impairing contrast or increasing graininess makes this film ideal for newsreel work.

"Sound reproduction, too, is superior to that given by any other film we have used—the sound track never blocks up."

Du Pont Rapid Reversal Film can be processed fast. Chuck Pharris has found that he can shoot film as late as 4 p.m., send it to the outside processing lab, and have it at the studio for the 6 p.m. news program.

Pharris also appreciates Du Pont service. "Although we rarely have a problem as such," he says, "Bill Gatlin, the Du Pont Technical Representative, is always available and can be relied upon to give us the assistance we need."

For more information, ask your nearest Du Pont Sales Office, or write to Du Pont, Photo Products Department, Wilmington 98, Delaware. In Canada, Du Pont Company of Canada (1956) Limited, Toronto.

DU PONT MOTION PICTURE FILM

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Dallas 7, Texas . . . . . 1628 Oak Lawn Avenue
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BETTER THINGS FOR BETTER LIVING
. . . THROUGH CHEMISTRY

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Nine billion, that is. Yes, all it takes is DETROIT'S CHANNEL 2 to tap the 9-BILLION-DOLLAR purchasing power in WJBK-TV's coverage area . . . the nation's fifth market. .

WJBK-TV

CHANNEL 2 DETROIT

MOST VIEWERS! No. 1 (Pulse and ARB) in 1,700,000 Detroit and outstate TV homes.

MAXIMUM POWER! 100,000 watts, 1,057-foot tower.

TOP CBS AND LOCAL PROGRAMS

A STORER STATION

Represented by THE KATZ AGENCY, INC.

STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N.Y.; 230 N. Michigan, Chicago 1, Ill.; 111 Sutter, San Francisco, Cal.

from **JEROME R. FENIGER,** *vice president in charge of tv-radio programming, Cunningham & Walsh*

WHY CAN'T NETWORKS LEARN TO PLAN?

TO PARAPHRASE Rex Harrison's song in "My Fair Lady" . . . "Why can't the networks *learn to plan?"*

Certainly, to us in the advertising business, this is just as important a problem as the one Henry Higgins faced in teaching the English to speak their native tongue. However, the networks' problem is not merely one of communication. Their problem is in planning ahead so they know *what* to communicate to their prospects and clients about plans for the coming season.

Planning ahead is the cornerstone of any successful advertising campaign. At Cunningham & Walsh, our entire operation is built around a plan, custom tailored for each client, outlining the entire course of action for a year. Each detail of our overall plan in terms of the marketing objective, copy platform, media, programming, merchandising and research is carefully spelled out.

As far as I'm concerned, there's a basic difference in planning at the network management level. In the stratospheric level at the various three letter headquarters, the prime concern seems to be with the problems of tomorrow, the day after tomorrow or, at best, next week. In some rare cases, it's next month.

I'm sure that many of my good friends in network management will quickly rise with some good-natured heat to deny this charge. All I can say is that if such planning for next season does in fact exist, there has been a great deal of success in keeping this information under wraps. If, by some quirk of fate, information about future plans is ferreted out (by means of intelligence plans which would rival some of the great successes of the OSS) the plans are couched in such vague and nebulous terms that it takes an agency man with the imagination of Lewis Carroll to spell these plans out to a client. And a lot of courage would be needed, too!

THE CLOAK OF SECRECY IS EVERYWHERE

Not only are network leaders most successful in keeping their plans out of the agencies' lairs, but, with more than routine skill, they also keep whatever plans might be hatched away from their sales departments. The reason is obvious. If the sales executives were to be thoroughly filled in, they might wend their wary way to the agencies and clients (who are most desirous of setting plans far in advance to tie in with the overall marketing strategy). As a consequence, an order might result which would be somewhat embarrassing to management since they would have to reject the order as their plans had by now most certainly changed from the original premise.

This lack of proper planning in the broad overall sense seems to follow right through to the lack of detailed planning in specific program situations. How many of us have bought a show on the basis of a firm offer (and how many *firm* offers have you had recently) only to find out later that many of the program elements were not precisely what they seemed to be? It turns out far too often that the director had another commitment, that the character lead was merely quoted by name as an example of the type they *hoped* to sign and that the writer on the pilot planned to spend the next year in a monastery in Tibet but they had another fellow to take his place who would do just fine.

Planning on the program side, however, is mere child's play compared to the machinations that exist when it gets down to time periods. The steps involved in this sequence might easily confuse a champion chess player in the first moves.

The furtive dealings on network time are predicated on one basic premise. Never, no never, under any circumstances, make a firm offer on a time period. This might result in an order and then the Halls of Hades would be filled with those who had the temerity to sell a period which top management had later reserved for an idea they heard at dinner the night before.

With the rapid growth of the advertising agency's function in counseling their clients on sales and merchandising problems, it becomes increasingly important to tie in every element of the campaign to the overall sales objective. Many of our clients are intrigued with the possibility of us using a major program on a one-time basis to spearhead a merchandising drive. To get maximum return from such an investment, the program must be merchandised and promoted well in advance to the client's sales organization and to his customers.

NEXT FALL IS SOONER THAN YOU THINK

We all know that this cannot be done overnight. In order to make such an operation successful, planning is paramount. But, it's a herculean job to do the very best work when requests to the network for future plans are met with replies that lead one to believe that next fall is a long way off. However, answer the networks, we have a great spectacular (or special, depending on whose *Roget's* you use) available next month.

I think that the spectacular next month could have been sold last fall, been properly promoted and merchandised and sold carloads of some client's product if the network had had more than a vague idea last fall of the show they are going to do next month.

Certainly, there is no sin in planning ahead on a firm basis. I strongly feel that this action would benefit all concerned: the networks, the advertisers and their agencies, and finally, but by no means last in importance, the viewer, who makes ratings jump and the sponsors' sales curves bend upward.

Jerome R. Feniger; b. Peoria, June 16, 1926; educ. U. of Iowa. Served Army Air Force in Japan during World War II. Started with Biow Co. as assistant account executive on Bulova Watch Co. Joined Cunningham & Walsh in charge of broadcast media, then moved to CBS Radio Spot Sales as account executive for three years. Rejoined Cunningham & Walsh as media director on Liggett & Myers Tobacco Co. Elected a vice president April 1956, the youngest vice president in the history of C&W. Currently vice president in charge of tv-radio programming.

Good—But Not Enough

LAST year broadcasting got 18.3% of the $10 billion spent in advertising media to promote the sale of $412 billion in national product. In other words $1 was spent in media—18.3 cents in broadcasting—to sell each $41 worth of product.

It's going to take more advertising from year to year to keep the American business and industrial machine moving, according to Under Secretary of Commerce Walter Williams. Addressing the Advertising Federation of America convention in Miami last Monday, Mr. Williams put it this way, "Greater proportionate selling effort is required as the volume of total sales moves upward."

How much greater? Using Joint Economic Committee figures, Mr. Williams projects total advertising expenditures in 1965 to $13.5 billion, an increase of one-third, assuming prices stay at the 1956 level and advertising holds its position in the economy. That would mean $1.7 billion for television and $769 million for radio in 1965, assuming each maintained the same percentage of total advertising it claimed in 1956 (as computed by McCann-Erickson for *Printer's Ink*). We predict the figures for radio and tv will be higher, for the percentages which they take from total advertising will, indeed must, increase.

If the general economy is to be built upon dynamic selling, which means dynamic advertising, radio and tv are the logical vehicles to carry the load. The dynamic growth of tv is indisputable; the growth of radio, although slowed three years ago, is resuming. If Mr. Williams' predictions hold up, 1965 should be a good year for broadcasting.

Inflation Note

THE cause of advertising would be advanced if the advertising fraternity would heed a warning sounded last week by Robert M. Ganger, chairman of D'Arcy Adv.

Speaking at the same convention of the Advertising Federation of America, Mr. Granger called upon clients and colleagues alike to stop spouting exaggerated claims about how much they're paying their tv stars or, for that matter, about how much they're spending in advertising generally.

Records of advertiser investment in media are valuable and vital, but their usefulness can be rendered questionable by the massively inflated figures often put out by representatives of companies who know they're spending nowhere near as much as they claim. This also applies—perhaps it applies particularly—to those zillion-dollar talent contracts in which, as Mr. Ganger points out, "there is a slight little thing called '13-week cancellation clause' that always seems to be overlooked" in the publicity.

These unbridled exaggerations are a nagging annoyance. They can do great harm. They can create a grossly misleading conception of the cost of advertising.

Advertising's facts are dramatic enough—without exaggeration.

Who, When & How, Mr. President?

WHETHER it's the tempo of the times or the tampering of the politicians, there's confusion over the vacancy on the FCC to be left with the return to private life two weeks hence of Chairman George C. McConnaughey. Or should we say two vacancies: the new commissioner and the new chairman who could, but probably won't, be the same man.

It has been known for months to readers of this journal that Mr. McConnaughey would not seek another term. While no official word has come from the White House, at least a half-dozen prospective appointees have been investigated by the FBI—a prerequisite for all presidential appointments. At least two candidates had been told they were in. One withdrew when he found he couldn't have the chairmanship. The other got the *coup de grace* from the Senate in the informal check prior to White House action.

Weeks ago, the word was around that the White House (principally in the person of Presidential Assistant Sherman Adams) was seeking an outstanding figure, not necessarily with experience in the broadcast field, to succeed Mr. McConnaughey and become chairman. The logic of selecting an incumbent commissioner for the chairmanship, rather than a newcomer who would have to start from scratch, seems to have prevailed, and it is now reported that Comr. John C. Doerfer is slated for the chairmanship.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Ask him to hold that check a few days. It's more than we've got in the bank right now."

But what about the seventh member—the vote needed to break 3-3 ties which are not uncommon on a commission as sharply divided as the FCC? There are several known candidates, and probably a dozen others whose names have not gotten around. The FCC needs its full strength if it is to get things done.

Senate Majority Leader Lyndon B. Johnson already has complained about "lagging" in the submission of nominations requiring Senate confirmation. He cited last week the case of a reappointment on the Securities & Exchange Commission wherein the term was to expire June 5 and the nomination did not reach the Senate until May 27.

Even if President Eisenhower sent the nomination of the new FCC commissioner to the Senate this week, there wouldn't be enough time prior to the June 30 expiration to give the nomination "adequate consideration" as things go in the Senate. It's our guess that the FCC will function for a while without its full strength.

Tilting With Antennas

NO MAN of good will would quarrel with the proposal of Sen. Lyndon B. Johnson and Secretary of State John Foster Dulles for an exchange of radio-tv programs with Russia. The distribution in Russia of true reports about America and American aims is certainly to be desired.

Realists, however, will recognize the improbability of Soviet cooperation. If the Russian government were to approve the uncensored broadcast of American programs throughout Russia, it would mean the most significant change in Soviet policy since the rise of Stalin. There is no evidence to suggest that communist policy is about to deviate 180 degrees from its course of the past 25 years.

Neither Sen. Johnson nor Mr. Dulles is naive about the U.S.S.R. It must therefore be supposed that their proposal was made for the sake of its own propaganda value. It is a proposal which can be made in the knowledge it will not be accepted. It is also a proposal which the U. S. is obviously willing to carry out, and hence the Russians cannot ignore or reject it without suffering some loss of prestige.

There is, of course, a risk involved in the proposal. If by remarkable chance the Kremlin agreed to an exchange, it would be at an advantage over the U. S. The Russian programs broadcast in America would have a potential audience of more than 79% of U. S. homes and a potential radio audience consisting of virtually all Americans. The American programs broadcast in Russia, by contrast, would have a potential tv audience of insignificant size and a potential radio audience proportionately smaller than the American.

The risk, we suggest, may be taken with confidence.

NETWORK QUALITY

at the local level!

WIDE, WIDE TEXAS

The show — Wide, Wide World, the engineering and production facility — KPRC-TV, the assignment — live camera coverage of the 70-mile Houston ship channel from sea, air and land in a 20-minute period. A 48-man KPRC-TV staff with supplementary personnel and equipment delivered coverage for the network, using nine cameras located on a shrimp boat, helicopter, battleship, moving truck and atop a grain elevator. The art of knowing how in Houston belongs to KPRC-TV . . . the most potent advertising force in the Houston market!

KPRC-TV

HOUSTON

CHANNEL 2

JACK HARRIS
Vice President and General Manager

JACK McGREW
National Sales Manager

EDWARD PETRY & CO.
National Representatives

KPRC-TV . . FIRST IN EXPERIENCE WITH OVER 900 MAN-YEARS